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# BROADCASTING

## Broadcast Advertising

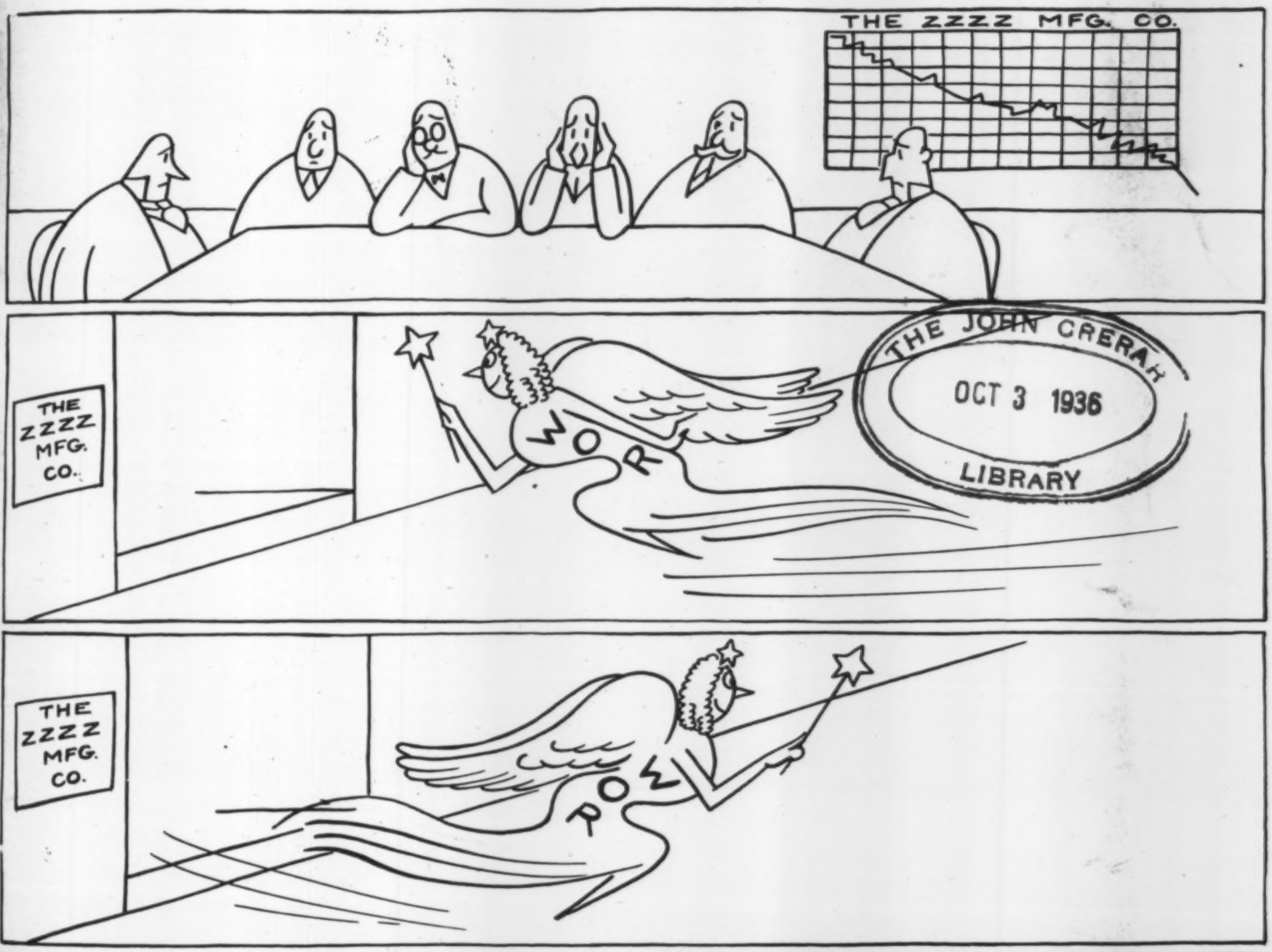
Vol. 11 • No. 7

WASHINGTON, D. C.
OCTOBER 1, 1936

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly. 25th issue (Yearbook Number) Published in February


THE ZZZZ MFG. CO.
THE ZZZZ MFG. CO.
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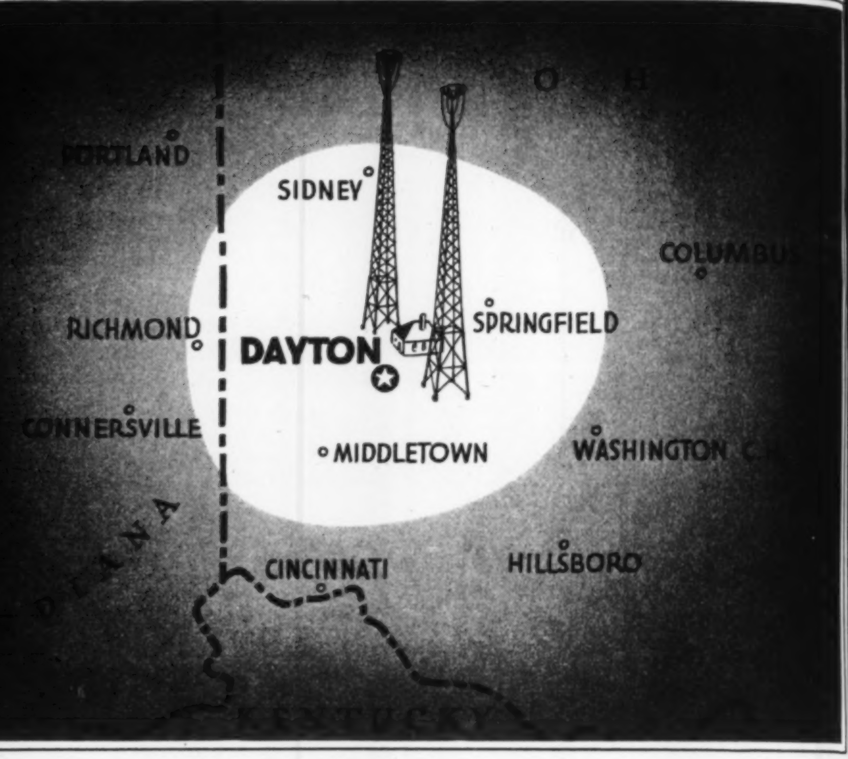
THE ZZZZ MFG CO.
O. SOGLOW

THE JOHN CRERAR LIBRARY
OCT 3 1936

# Columbia *completes* *the* OHIO PICTURE



## With One Of America's Greatest Markets

**East to west, north to south, across the nation sprawls the great chain of radio stations in the Columbia Broadcasting System. From this great system have come some of the finest radio programs in the world. Millions of listeners have enjoyed and applauded them.**

**In the west central and southwestern part of Ohio, listeners have been given a new and closer broadcasting point for these outstanding radio programs. On October 1, 1936, Radio Station WHIO became a member of the Columbia Broadcasting System.**

**Dayton and Springfield are the geographical and economical centers of the area served by WHIO. Nine counties combine to form the trading area of the two cities — an area influenced and bound together by its leading newspapers — The Dayton Daily News and The Springfield News and Sun.**

**Unusual and prosperous, this territory has for years been recognized as a splendid test market for products and services. Diversification of agriculture and industry have given it buying power stability.**

**The percentage of native born white ranges from a county high of 98.1% to a low of 85.1%. Total retail sales in the nine counties, for the year 1933, were $118,683,000.**

**Through affiliation with The Dayton Daily News and The Springfield News and Sun, WHIO from its beginning was assured a vast audience. A fine program schedule, civic leadership, and aggressive showmanship, soon won for WHIO the majority of listeners in the larger area encompassed by its primary zone. With its recent increase to 5,000 watt power, the primary zone of WHIO now includes 31 counties—north in Ohio to Lima, east to Columbus, south over the Kentucky line, and west into Indiana. 568,100 radio families live in this great territory!**

**WHIO now presents a new picture —excellent programs — responsive listeners—a picture of great potential sales.**

Represented By JOHN BLAIR & CO. — New York • Detroit • Chicago • San Francisco

# WHIO

AFFILIATE OF THE DAYTON DAILY NEWS

# Ready to fight for SALES in New England

THE Colonial Network is in operation — the new eleven-station regional chain, created to serve the advertisers desiring economical coverage of major New England markets.

A single broadcasting unit operating on a permanent basis.

. . . with a potential audience of 5,226,915.*

WAAB is the key station, blanketing the Metropolitan Boston district and serving a population of 2,307,897, comprising 551,919 families in 80 cities and towns.

At the service of every client: a complete production department; plus merchandising co-operation to achieve the greatest sales effect.

The Colonial Network is a member of the Mutual Broadcasting System and will take programs from or feed programs to this network without line charge.

Programs originating at New York stations WOR, WHN or WINS, or programs fed to these stations, will also be handled without line charge.

Use the Colonial Network for low-cost, New England-wide coverage, with strong local appeal in eleven large retail areas. Write today for rate card and available time.

**Based on United States Department of Commerce, Bureau of Census figures times 3.6, which is the New England average to each radio set.*

| | |
|---|---|
| WAAB | *Boston* |
| WTHT | *Hartford* |
| WSAR | *Fall River* |
| WEAN | *Providence* |
| WMAS | *Springfield* |
| WLBZ | *Bangor* |
| WFEA | *Manchester, N. H.* |
| WICC | *Bridgeport* |
| WNBH | *New Bedford* |
| WLLH | *Lowell* |
| WATR | *Waterbury* |

## *The* COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO. INC., *Exclusive National Representatives*

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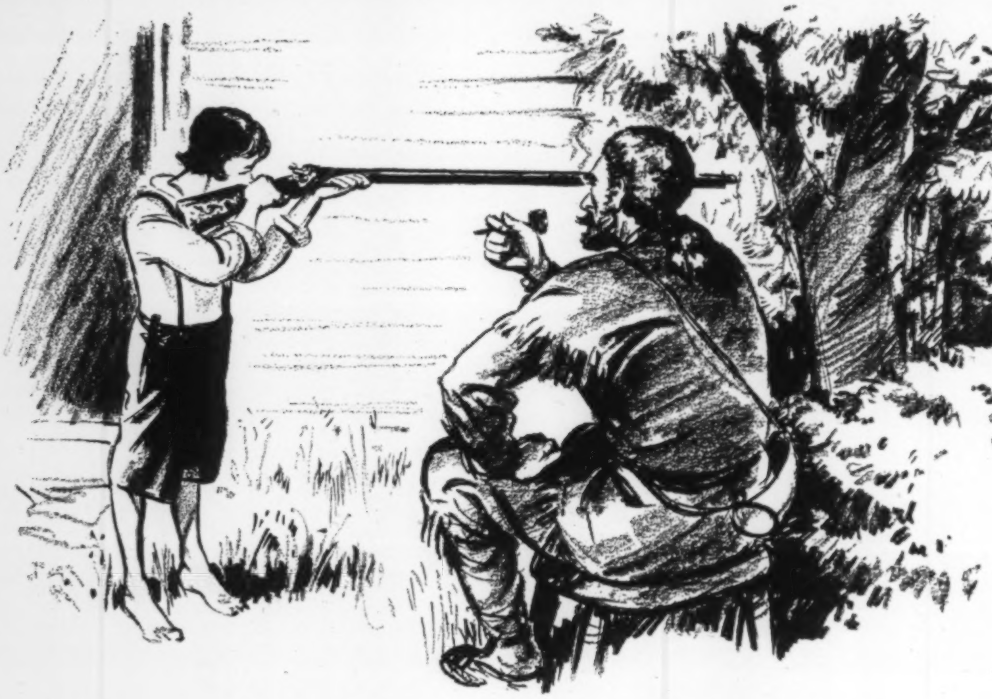
# *CBS ADVER*

# *ERTISEMENT*

Columbia invites you to study (and enjoy) the strongest network-schedule in the history of radio broadcasting. It's on the nearest Columbia Network station—now



# "Let go yer *belly*, son!"

THERE'S a certain relaxation that goes with perfection in any branch of effort—an easy mental *and physical* attitude. In golf, it eliminates "pressing". In marksmanship, it cuts out the trigger jerk. In writing radio continuities, it cuts out the over-indulgence in blurb.

In our business, we've planned enough and worked enough and sold enough to know that "easy does it". We know we don't have to pant in your ear, or pound your desk, or sweep the sky with superlatives in order to sell you on our stations. We know that you want *facts*—and that facts can roar like lions, all by themselves.

And that's how we like to work, all through the troublous job of making some of your dollars beget *more* dollars for all of us.

The point? Well — we just thought you might like to hear a few quiet thoughts for once. Shall we continue—in words instead of type?

## FREE & SLEININGER, INC.

*Radio Station Representatives*

JAMES L. FREE, *Pres.-Treas.*

H. PRESTON PETERS, *V. P.-Sec.*

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

| | | | | | |
|---|---|---|---|---|---|
| **WHO** | **Des Moines** | **WAVE** | **Louisville** | **KFWB** | **Los Angeles** |
| **WGR-WKBW** | **Buffalo** | **WTCN** | **Minneapolis-St. Paul** | **WFBL** | **Syracuse** |
| **WHK** | **Cleveland** | **KOIL** | **Omaha** | **KOIN-KALE** | **Portland** |
| **KMBC** | **Kansas City** | **KSD** | **St. Louis** | **KOL** | **Seattle** |

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 7 WASHINGTON, D. C., OCTOBER 1, 1936 $3.00 A YEAR—15c A COPY

# Banks Lay Groundwork for Radio Drives

## Financial Advertisers Agree Greater Use Should Be Made Of the Medium; ABA Seeks Members' Views on Radio

A DOUBLE-BARRELLED offensive by American banking institutions looking toward use of broadcast advertising for both local and group cooperative campaigns is under way and may crystallize within the next few months.

In the belief that American banking has been permitted to grow "grotesque", some 300 delegates to the 21st annual convention of the Financial Advertisers' Association whose meetings were held in the studios of WSM, Nashville, Sept. 14-16, penetrated deeply into the subject of radio advertising and agreed in principle that greater use should be made of the medium. This was disclosed convincingly in a questionnaire survey of delegates to the convention made jointly by BROADCASTING in collaboration with WSM, owned by the National Life & Accident Insurance Co., which acted as host to the FAA.

Simultaneously, it was learned that the American Bankers Association, parent group of the financial fraternity, has undertaken its own comprehensive questionnaire survey among bank executives having to do with the advisability of cooperative radio advertising. This survey came about as a consequence of repeated requests by bank executives for united action in creating effective radio campaigns. William T. Wilson, advertising executive of ABA, instituted the work. The questionnaire was sent out Sept. 2 and results are not yet available.

### Leaning Toward Radio

THE RESULTS of the WSM-BROADCASTING survey at the FAA convention, however, are available and showed a decided leaning toward radio advertising, but also a surprising lack of knowledge among financial advertising executives of radio as a medium. Acting on behalf both of WSM and BROADCASTING, Jack Harris of the WSM staff conducted the survey. Following a special WSM broadcast for the delegates at the closing session Sept. 16, Robert W. Sparks, vice president of the Bowery Savings Bank of New York, and retiring FAA president, asked that the delegates stand by for an important announcement. It was then that Mr. Harris, speaking both for BROADCASTING and WSM, asked that the questionnaire be examined and that it be answered according to each executive's own experience and opinion. So far as is known, it is the first time that a group of bankers actually has voiced an opinion on radio.

The analysis revealed that nearly 100 of the some 300 delegates responded, representing a cross-section of the industry from Spokane to Boston and from assistant cashier to president. Of those responding 37 said they had used radio in publicizing their institutions, while 33 had not. Results: Nine said they were excellent; 22 said they were generally satisfactory and only four reported failure.

Another surprise came when most (24) of those who had used radio revealed that they employed semi-classical and classical music. Another 21 had used popular music, an even dozen used news and six employed dramatics.

### Stature and Dignity

"DO YOU prefer large production type shows or shorter, less pretentious presentations with more frequent broadcasts?" was the next question. Large, fairly pretentious productions were liked by 38, while 16 preferred the small, frequent programs. Most of the delegates commented that the radio program must reflect the stature and dignity of the institution, yet be entertaining.

Dramatized commercials rather than straight copy were favored by 41 as the most effective means of getting over the banking message. Twelve preferred straight copy.

The consensus of general comment requested in the questionnaire brought enlightening information from those who had not used radio, professing ignorance of the medium and its possibilities. At the same time, however, there was unmistakable evidence of intense interest in radio. In analyzing the questionnaires, Mr. Harris said this comment seems to indicate clearly that the reason for the number of banking institutions not using radio at present is not alone the fault of these institutions, but also because radio itself apparently has failed to present its case.

There were questions also on the chief distinction between radio and other media for financial advertising, and also what financial institutions, in buying time, desire to know about particular station facilities, costs, etc. Most of the delegates agreed that the chief advantage of radio was the entertainment it offered, building up a foundation of good-will with the audience before the advertising or institutional message was presented. Here are some of the typical replies:

Joseph F. Cornelius, First National Bank, Spokane: "I can do more with a human voice than I can with cold type. For radio is much more personal than any other media and it requires less attention on the part of the one at whom your message is directed."

A. E. Felsted, First National Bank, St. Paul: "No other media entertains as does radio. For one seeking the good-will of the public, this is all-important."

Elliott H. Thompson, D. C. Bankers Association, Washington: "Radio finds its audience at leisure, when they are looking for entertainment. It gives them this and they willingly accept and listen to the advertising of the sponsor."

Louise B. Mayer, Plainfield Trust Co., Plainfield, N. J.: "We can talk to a person over the radio and are pretty sure he will listen, if we ourselves are interesting and our program worth while. I don't know any other way to do this."

Flaire C. Adams, Fidelity & Columbia Trust Co., Louisville: "Radio, well done, assures not only an audience, but appreciation. We need the latter as much as the former."

Occurring almost precisely at the time of the FAA meeting was the radio questionnaire of the parent ABA, which, incidentally, held its annual convention in San Francisco in latter September. Mr. Wilson, in discussing the questionnaire, advised BROADCASTING that the reaction of delegates to the FAA convention indicated unusual interest in the project.

### Types of Programs

ON SEPT. 2, Mr. Wilson said, the questionnaire was mailed to 1,800 banks in every community in which a radio station is located. The results, he declared, will not definitely determine whether the ABA itself will embark upon a cooperative radio campaign. Institutions which express interest in their initial replies, he said, will be contacted again with a questionnaire asking whether they will definitely support the campaign.

The general character of the programs which may be employed will be gauged by the questionnaire replies. While electrical transcriptions seem the logical medium for cooperative campaigns, Mr. Wilson indicated live talent shows and regional networks also are under consideration. ABA proposes to assume complete responsibility for selection and production of the ultimate program series. Subscribers would be assessed on an actual cost basis, with no profit accruing to the association. The radio project is part of the cooperative advertising activity which the ABA has been conducting in publications during the last two or three years.

The ABA questionnaires, in many respects strikingly like that of the WSM-BROADCASTING questionnaire, incorporated such questions as: "What is your opinion regarding use of radio as a medium for bank advertising?" "Is your bank now advertising on your local broadcasting station?" "Has your bank ever used radio?" "What was the nature of your programs?" "What is your opinion of results?" "If the ABA should produce a series of high-class programs in electrical transcription, would you be interested in participating as individual bank . . . clearing house . . . county association?" There were other questions about length of program, whether a series of 13 or 26 programs would be preferable and the like.

### WSM's Special Program

DURING the three-day session of the FAA at Nashville, the advertising problems of banks were invaded thoroughly. Specific discussion of radio, however, came only after the questionnaire and at the closing session following WSM's especially built program for the convention. The program, titled *The Story of a Thousand Dollars*, was arranged under the general direction of Ed Kirby, National Life and WSM sales promotion manager; Harry Stone, WSM general manager, and Mr. Harris.

At the concluding session the following slate of new officers was elected: Thomas J. Kiphart, Cincinnati, president; William H. Neal, Winston-Salem, N. C., first vice president; George H. Everette, Utica, N. Y., second vice president; Stephen H. Fifield, Jacksonville, Fla., third vice president; Fred W. Mathison, Chicago, treasurer; Preston Reed, Chicago, reelected executive secretary.

Mr. Sparks, retiring president, struck the keynote at the opening session with an address on the "Human Side of Finance". "American banking has been permitted to grow grotesque," he said. "It has been brought up on an unbalanced diet. It is deformed with an overdevelopment of the economics

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and a malnutrition of the humanics. So today, bankers looking at their offspring are wondering how best to correct their faulty parenthood so that governmental upbringing may be avoided." He laid a simple twofold plan before the association:

"First: Efficient management that makes the banks of America something that we are proud to have discussed far and wide.

"Second: Intelligent effort to bring that discussion to the nation's cracker barrel or its modern counterpart—the press, radio and public forum. And when the great American public decides — American banking can continue to make its contribution to public welfare."

### Public Opinion

LESTER GIBSON, of the *American Banker*, New York, discussed public relations and public opinion. He said the good public relations man should be consulted on every proposal which affects the public, the stockholders or the employes, adding that "no bank decision of any moment is without its reactions in one of these quarters."

If banks and financial houses did not lay down a solid foundation of advertising and public relations work before the depression, said Frank A. McKowne, president of the Hotels Statler Co. Inc., "it would have been useless for them to try to make amends when they are under public fire. Unless good will has been truly created, it is idle to spend money in an attempt to maintain what isn't there. And continuity of advertising is only effective when the advertising that has gone before has been also fully effective in its good will-creating purpose."

Other speakers included Harry Boyd Brown, national advertising manager of Philco, and James C. Young, author of *Roosevelt Revealed*. The latter was the only speaker who discussed politics, and he repeated some of the sharp criticisms of the New Deal published in his recent book.

## Our Chicago Headquarters

BROADCASTING Magazine takes pleasure in announcing the establishment of a new Chicago office, with Bruce Robertson in charge. Mr. Robertson, a former member of the BROADCASTING staff and onetime editor of "Broadcast Advertising", which was merged in 1933 with BROADCASTING, will headquarter at 1716 London Guarantee Bldg., 360 North Michigan Ave. The telephone number is Central 8020.

## Hanrahan and Howard Shifted by Continental

CONTINENTAL RADIO Corp., Scripps-Howard radio subsidiary, on Sept. 23 transferred James C. Hanrahan, vice president, to take charge of its radio headquarters at 230 Park Ave., New York, at the same time assigning Jack Howard to Washington. Mr. Howard, son of Roy Howard, chairman of the executive committee of Scripps-Howard Newspapers, will make his Washington headquarters at 928 National Press Bldg.

Mr. Hanrahan will supervise the operations of WNOX, Knoxville, and WCPO, Cincinnati, the two Scripps-Howard stations, and will handle all radio exploitation for the newspaper chain. Mr. Howard, for the last six months in the program department of WNOX, will handle Washington contacts. A 1932 graduate of Yale, where he was editor of the college daily, Mr. Howard has worked with the United Press, *Japan Advertiser* in Tokyo, *Shanghai Post & Mercury*, *Indianapolis Times* and *Washington News*.

Karl Bickel, Continental president, sailed Sept. 19 on the *Conte di Savoia* for a several months' stay in Europe.

## Ten Million Year For Discs Forecast

### WBS Expects Record Figure; Seven New Series Launched

PREDICTING that national spot transcription placements will reach the $10,000,000 mark this year, World Broadcasting System Sept. 29 announced the launching of seven new transcription campaigns beginning in October, aside from "dealer cooperative" schedules.

An entirely new spot advertiser is Republic Steel Corp., placing 26 quarter-hour transcriptions titled *Musical Almanac*, twice weekly over 60 stations. It is directed at farm markets on behalf of Republic fence posts. Meldrum & Fewsmith, Cleveland, is the agency.

A new campaign for Studebaker dealers, featuring Richard Himber and his *Studebaker Champions*, an NBC-Red network feature, began Sept. 15 over 31 stations and includes three 15-minute programs a week. Roche, Williams & Cunnyngham, Chicago, is the agency.

Among other WBS-transcribed campaigns which begin in October are Wander Co. (Ovaltine), featuring *Little Orphan Annie*, through Blackett-Sample-Hummert; Procter & Gamble Co. (Lava soap), *Don Sterling*, through Blackett-Sample-Hummert; Montgomery Ward, *Travels of Mary Ward*, through Ferry-Hanley; Procter & Gamble (Oxydol), *Ma Perkins*, through Blacket-Sample-Hummert; Independent Grocers Alliance, *One Girl in a Million*, through Charles Daniel Frey Co.; Mid-Continent Petroleum Co., *Diamond City News*, through R. J. Potts Co.; J. A. Folger Co. (coffee), *Judy & Jane*, through Blackett-Sample-Hummert.

WBS predicted the $10,000,000 spot transcription year on the basis of new business signed, and in view of the fact that a 50% increase in the use of transcription time by national advertisers was recorded during the first half of the year.

In addition to the campaigns enumerated, WBS announced that dealer cooperative efforts are scheduled by Philco Radio & Television Corp., General Electric Co., and Kuppenheimer Inc.

The Philco series will comprise 13 quarter-hour programs titled *Music You Remember* Radio dealers, under the plan, are to place the series on local stations, with Hutchins Advertising Co., Rochester, handling the campaign.

The General Electric campaign titled *The Bandmaster*, has been launched through Maxon Inc., Detroit, and according to WBS, is similar to the Philco series. Previous dealer campaigns by GE have been broadcast over more than 100 stations, and it is expected as many will be used this year.

The Kuppenheimer campaign, titled *Backbone of the Nation*, likewise is a dealer proposition. It will be placed on some 25 stations.

## *NBC TRANSCRIBES SPONSORED SERIES*

SINCE announcement Aug. 10 by Lenox R. Lohr, NBC president, that recording facilities of NBC were available to its network clients for transcriptions to be placed on any station selected by the advertiser, the following new business has been booked:

Procter & Gamble Co., Cincinnati (Chipso) is placing a quarter-hour series entitled *Personal Column* on 14 stations, five days a week, in this country and Canada. Blackman Adv. Inc., New York, placed the account.

Standard Brands Inc., New York Fleischman Yeast) is using one-minute dramatized transcriptions on five stations in New England. The account was placed by J. Walter Thompson Co., New York.

Duff Norton Mfg. Co., Pittsburgh (lifting jacks) through Walker & Downing, Pittsburgh, has signed for a second series of five-minute musical disc programs to be placed on six stations.

Chesapeake & Ohio Railroad, Washington, five-minute musical programs on five stations. Commercials are flexible in that broadcasts heard at the eastern terminus of the C. & O. say "for a westward trip" and the stations on western end mention "eastward trip." Campbell-Ewald Co., Washington, is agency.

Recordings of NBC programs taken off studio lines for placement on other stations include: American Home Products, *Easy Aces* program; Procter & Gamble Co., *Gaspel Singer* period; G. Washington Coffee Refining Co., *Uncle Jim's Question Box* on WTAM beginning Oct. 3, and WJR starting Oct. 4.

Block Drug Co., Brooklyn (Omega oil) is recording its WEAF program of Landt Trio & White, Julian Noa, and Welcome Lewis for placement on WBZ-WBZA, WGY, KYW, WTAM, WMAQ. Announcements of various lengths from 50 words to one-minute discs are being made and the schedule, starting in early October, includes: WJAR, WGR-WKBW, WJR, KDKA, WBT. WRC, WFBR, WDAF, KMOX. WIRE, WCKY, WAIU. Husband

### Buick on 91 Stations

BUICK MOTOR Co., Flint, Mich., a division of General Motors Corp., has placed orders with 91 stations for a nationwide 15-second transcription announcement campaign to be broadcast four times daily Oct. 19-23 inclusive. The discs, cut by Byers Studios Inc., New York will be on the air just prior to release of white space announcing Buick's 1937 plans. The radio drive will cover 43 states and involve about $30,000, including time and production. Arthur Kudner Inc., New York, placed the account. & Thomas, New York, is agency.

## Aylesworth Quits NBC Board Post

Mr. Aylesworth

COINCIDENT with the return from Europe of David Sarnoff, RCA president and NBC board chairman, M. H. Aylesworth, vice-chairman of the NBC board and until last Jan. 1 president of the network, on Sept. 25 tendered his resignation from the organization. Mr. Aylesworth thus severs his entire connection with radio, although he remains with Radio-Keith-Orpheum Corp. as chairman and in that capacity maintains a relationship with RCA.

RCA earlier this year sold half its controlling stock interest in RKO to Lehman Brothers and the Atlas Corp., which also obtained an option to purchase the other half. This option is expected to be exercised within the next few months. In the meantime Mr. Aylesworth is heading up RKO reorganization activities.

Mr. Aylesworth has maintained an office at NBC since Jan. 1, and has drawn a nominal salary of $10,000 a year from the network for advisory and special work. In recent months he has frequently been called upon to "trouble shoot" various accounts and to help in station relations matters.

The reorganization of RKO is expected to be concluded within four months. Whether Mr. Aylesworth will remain with the big motion picture concern after that, is not indicated. He served first as RKO president while retaining his NBC presidency but was succeeded in the latter post last Jan. 1 by Maj. Lenox R. Lohr.

## *CHERRY AND WEBB DROP WTIC OPTION*

WTIC, Hartford, 50,000-watter, will continue under ownership and operation of The Travelers Insurance Co., it was learned Sept. 29 after the company had received word from Cherry & Webb, New England department store operators and owners of WPRO, Providence, that it would not exercise its option to purchase at $675,000. The option, which was in the nature of a purchase agreement, was to expire Oct. 1 if the FCC by that time had not approved the transaction.

The purchase contract provided that the station could be moved, and the plan when the contract was drawn last winter was to seek removal to the Boston area where the station would become the CBS outlet. Since then, however, CBS negotiated the lease of WEEI, Boston, and as a consequence was no longer interested in WTIC as a Boston outlet.

The deposit placed by Cherry & Webb for purchase of WTIC, it is learned, will be returned and the entire deal thus closed. When the contract was entered into, WTIC, it is reported, was not making money. Since that time, however, the station has been progressing to an encouraging degree and Paul W. Morency, its general manager, has returned to active management of the station after a protracted illness.

# An Agency's View of Rate Differentials

By GEORGE BIJUR
Vice President, Fletcher & Ellis Inc.

## Some Piercing Observations on an Ever-Present Problem; The Sliding Scale Plan for Quantity Purchasers

**WITH TIME on their hands, and some of it for sale, several hundred radio stations have several hundred ideas about how to sell it. Mr. Bijur, who once was on the selling end as CBS sales promotion manager, now is on the buying end. With that end in mind, he has made a thorough study of rates. His conclusion is that rate differentials aren't all they're cracked down to be, and that the great majority of stations would be better off if they quoted the same rates for national and local time.**

FROM newspaper tradition radio has lifted many excellent practices and one unfortunate one—the differential between local and national rates. If it hadn't been for this ancient newspaper custom, and perhaps the influence of newspaper-owned stations, there would probably be no such rate discrepancy in radio today. For the rate differential, like the yellow fever germ, is highly infectious. It spreads in the same city first from newspaper to newspaper, next from newspaper to broadcasting station, then from one radio rate card to another; soon it crosses state borders.

How do newspaper rate differentials compare with those in radio? Among morning newspapers in the United States, the average differential between local and national rates (based on a 20,000 line contract) is 44.63%. Among evening newspapers, 34.66%. Among Sunday newspapers, 51.18%.

To find out how radio rates compare, we recently completed a survey of several hundred broadcasting stations. We found that of the network stations, 69% dangle the same rate before both national and local advertisers: 31% maintain a rate differential. Among non-network stations, 57% charge the same rate; 43% collect a differential. Among those which confess two different rates, the differential averages 36.2%.

### Now It's Different

FEW of the old arguments for maintaining a rate differential will bear scrutiny in radio today. Newspapers once attempted to justify this practice on the ground that a local advertiser was unable to cash in on the full benefit of the total circulation. "Our paper drops on doorsteps in five different states," they would remark, "while Weingarten's Jewelry Shop draws its clientele only from the people who live on the North End."

With the paving of the highways, the replacement of the buggy with the Buick, and the twin horse carriage team with the twin six motor, this argument has lost whatever validity it ever had. Today it is only a short jaunt for virtually any newspaper reader to reach any store that advertises in his local newspaper. If the ad is appealing enough, the merchandise distinctive, the price sufficiently low, chances are good that a worthwhile number of readers will be lured to shop.

Most radio stations list four or five different classifications of time cost, representing four or five different sizes of audience. WBBM, for example, leads off with a class A rate for 7 p. m. to 10:30 p. m. weekday evenings, and 5 to 10:30 p. m. Sunday evening. A class B rate, slightly lower, covers 6 p. m. to 7 p. m. weekdays and from 1 p. m. to 5 p. m. Sunday. A class C rate, still lower, covers the 9 a. m. to 1 p. m. weekday periods, as well as those from 5 p. m. to 6 p. m. weekdays, 9 a. m. to 1 p. m. Sunday, 10:30 p. m. to midnight on either weekdays or Sunday. Class D drops even lower and tags on to 1 p. m. to 5 p. m. weekdays, and 12 midnight to 1:30 a. m. both weekdays and Sunday. Class E—lowest of all—covers 1:30 a. m. to 9 a. m. daily including Sunday.

Under such A, B, C, D and E rates, with a range of from 100% to 33⅓% of the base rate at different hours of the day, plus the still lower costs of participating programs, weather reports, temperature reports, and time signals, ample opportunity is afforded the small advertiser to buy a small package and get his money's worth.

A small Pittsburgh jeweler, for example, might argue that KDKA's 50,000-watt coverage stretches over a much wider territory than that from which he could possibly hope to build his own business. Perhaps it does. But when he can buy a time aggregate of four minutes in commercial announcements on KDKA's participating program *The Home Forum* for $45 or two or three minutes on KDKA's *Style and Shopping* participating program for $35, he is getting a bargain which no other local medium can match. Indeed, a case like this with the station supplying the program is as if the newspaper were to throw in the advertiser's drawings, hand-lettering, photographs and engraving free of charge.

### The Largest Audience

IN MOST cases the national or general advertiser, because he's gunning for the largest possible audience, will choose the A, B or C groups. The local advertiser who wishes to hold down his expenditure can well buy the D and E groups. The department store, for example, that is interested principally in reaching women and does not care about a male audience, can use C, D or E groups and pay half the rate which the national advertiser pays for his A group.

In the newspaper a department store or other local advertiser enjoys no such opportunity. It must pay for all the male circulation who buy the papers in which it runs advertisements for women's underwear or pots and hams, or any other products for which women and women only are prospects.

MR. BIJUR

Not merely from a cost point of view, but from that of shopping strategy are these morning hours attractive to the local advertiser. Department stores usually prefer the 8 to 9 a. m. time to any other hour of the day. It registers bargains in the customer's mind before she leaves home, while there is still time for her to go downtown and shop that same day.

If any local advertiser feels that even these E groups, which represent one-third of the base rate, are too high for him, and that the audience delivered is too large, then his logical move is to use a smaller station—just as the newspaper advertiser who found that he could not use all of the *New York News'* million-and-a-half circulation might advertise profitably in a paper of 50,000 circulation.

Unlike the newspaper, *the radio station has only a limited number of hours to sell.* The daily newspaper can expand or contract its size to take care of all the advertising it can get. It may publish a 24-page issue or a 48-page issue, depending on the amount of additional local advertising it can secure. Like the manufacturer who marks goods exported to Europe at a lower price than those sold in this country because he feels his domestic business covers cost of production, the newspaper may figure that any additional pages above the normal business need not bring the same rate in order to make a profit. But a radio station cannot indefinitely increase the amount of goods it offers for sale. It has 16 hours or so of broadcasting to sell—and no more. Its opportunity for maximum profit lies in making the most of each of these 16 hours.

### Killing the Goose

FOR a radio station to establish a decided differential between national and retail advertising is to drive away, if not to kill, the goose that has laid the golden egg of broadcasting profit — the national advertiser. If a broadcasting station is to be conducted in a business-like manner, it must base its charges upon its normal cost of operation as established by normal business practices and accounting. Its rates should be based on cost of material, power, electricity consumption, personnel, building depreciation, etc., plus a fair profit. On a business basis it obviously costs the broadcasting station exactly the same amount to deliver 15 minutes of time to a local advertiser as it does to a national advertiser.

If a local advertiser obtains a preferential rate, he is paying less than a normal share of the cost of operating this station. Then the national advertiser must be paying more than the normal rate, more than the normal share of the operating cost of the station.

The illusion often exists that the station over which the national advertiser might secure local rates stands a better chance of attracting national spot business than one which has no rate differential. But let's look at this belief critically. Only a few industries — automobiles, refrigerators, etc.—not more than five in all, would benefit by such arrangement. Several hundred would suffer. Just glance down the list of national advertising expenditures for the past few years. Here, in order, are the hundred largest advertisers for 1935:

General Motors Corp.; Liggett & Myers Tobacco Co.; Reynolds Tobacco Co.; American Tobacco Co.; Standard Brands Inc.; Chrysler Corp.; Ford Motor Co.; General Foods Corp.; Procter & Gamble Co.; Colgate-Palmolive-Peet Co.; General Electric Co.; Sterling Products Inc.; Kellogg Co.

P. Lorillard Co.; Wm. Wrigley Jr. Co.; Bristol-Myers Co.; Campbell Soup Co.; Schenley Products Co.; National Distiller's Corp.; H. J. Heinz Co.; The Lambert Co.; Lever Brothers; Nash Motors Co.; Philco Radio & Television Corp.; Hudson Motor Car Co.; General Mills Inc.

Socony-Vacuum Oil Co. Inc.; Lamont, Corliss & Co.; Pepsodent Co.; Kelvinator Corp.; Distillers Corp.—Seagram's Ltd.; Wander Co.; Firestone Tire & Rubber Co. Inc.; Andrew Jergens (inclu. Woodbury);

(*Continued on page 56*)

# NBC, Dander Up, Takes Action To Check Station Defections

### WCKY Stays on New Basis; WCOL, Columbus, Signs; WLW Grows Lukewarm Toward Mutual

THAT NBC is taking the offensive in developing a new "physchology" in dealing with its affiliated stations, became apparent during the last fortnight, with an evident determination on the part of President Lenox R. Lohr to deal harshly with stations which propose to join Mutual Broadcasting System in its expansion efforts.

It was learned authoritatively Sept. 29 that WCKY, Cincinnati, would continue as a member of the NBC-Blue after Oct. 1, but upon a new basis reportedly worked out during the preceding 24 hours by President Lohr with Powel Crosley Jr., president of WLW and WSAI, and L. B. Wilson, executive head of WCKY. WCKY had served notice that it would leave the network Sept. 30, and NBC originally agreed to its severance and announced it formally Sept. 18.

It is understood that the new arrangement covers a five-year standard form contract with WCKY under which it becomes basic Blue, but with a provision that WLW shall be optional alternate for any advertisers on either Red or Blue. WSAI becomes basic Red on the same basis insofar as advertiser selection is concerned. If an advertiser selects WLW for either Red or Blue, then the other stations automatically lose the account.

Both WLW and WCKY will take Blue sustaining programs, it was indicated, but since the Crosley station creates many of its own sustainings it is felt that WCKY will carry most of them.

NBC also announced that WCOL, Columbus, O., had become an affiliate Sept. 20 as an optional Red or Blue outlet. WIRE, Indianapolis, as part of the arrangement, on Oct. 1 becomes a basic Red outlet. with a provision made to protect present Blue advertisers on the station. With the alignment of WHIO, Dayton, on CBS as of Oct. 1, the NBC three-station group comprising WHIO, WIRE and WCKY offered as an alternate for WLW was definitely disbanded.

### WLW-Mutual Status

MEANWHILE it was rather clearly indicated that important WLW, which last month dissolved its partnership in MBS, would probably drop that network's programs gradually, fulfilling existing contracts only. While no definite statement to this end was procurable, it was learned reliably that this was the "present intention" of Powel Crosley Jr., WLW president, and that MBS programs gradually would be tapered off. It is known that Mr. Crosley looks askance upon the MBS expansion and regards it as a deviation from the original purpose of a "quality group" of high-power stations.

Lending credence to this report was the fact that WLW is taking the World's Series baseball games under Ford sponsorship, from NBC rather than from MBS, which also has Ford as the sponsor.

Reports came thick and fast that WCKY would become the CBS outlet in Cincinnati, with WKRC. the CBS-owned station to be sold—probably to Mr. Wilson. These, however, were denied at CBS headquarters, where it was said WKRC was not for sale and that it would continue as the Cincinnati CBS outlet.

Meanwhile, it became apparent that NBC would resist any further efforts of its affiliated stations to join MBS, despite the fact that its contracts do not prohibit such affiliations, as do those of CBS. President Lohr has taken over active negotiations on station relations, flanked by Vice President Frank E. Mason, in charge of station relations.

### CBS Changes Basic Net

In aligning WHIO, which for the last two years has been an NBC outlet, CBS altered its basic network structure. Under its former rate card, it offered 21 basic stations, along with two out of five of its optional basic group. comprising WADC, Akron, WBNS. Columbus, WHEC, Rochester, WSPD. Toledo, and WORC, Worcester. It added WHIO to this group but increased the requirement to three of the six stations. WHIO was offered to advertisers at the base rate of $175 per hour.

On Sept. 27, WNAC, Boston joined NBC coincident with WEEI's departure from the NBC-Red and its affiliation with CBS under a lease arrangement. Both of the networks carried dedicatory programs. About the first of the year WEAN, Providence, and WICC, Bridgeport, also owned by John Shepard 3d, head of the Yankee Network, are scheduled to join the NBC-Blue. At that time also WPRO, Providence, is to replace WEAN as a CBS outlet.

With the affiliation of WCOL with NBC, several changes in station personnel were announced by Kenneth B. Johnson, president and executive manager. C. R. Thompson has been named general manager with Albert H. Kelly as national sales manager and Neal Smith in charge of the local sales staff. Doris Herbst is program director, with Edward H. Bronson production manager and continuity director. Harold Nafzger is chief engineer.

WCOL recently installed new equipment, and during the last year installed a 200 foot Blaw-Knox vertical antenna. Studio modernization is now under way. The station operates on 1210 kc, with 100 watts.

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### Joins Transamerican

A MORTIMER PRALL, for 15 years sales manager of Rex Cole Inc., General Electric distributors in New York, on Sept. 28 joined Transamerican Broadcasting & Television Corp., New York, as a sales executive. He will be identified with station and program sales for the recently formed general broadcast advertising firm. John L. Clark, former general manager of WLW, is Transamerican president. Mr. Prall for 15 years was employed by the Rex Cole organization. Prior to that he was in the real estate and insurance business in New York. He is the son of Anning S. Prall, FCC chairman.

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# WOL Joins Mutual As Official Outlet

### Network Board Studies Plans For Dec. 29 Dedication

ADDING WOL, Washington, as an official outlet on Sept. 26, Mutual Broadcasting System during the last fortnight continued to consider plans for its expansion into a nationwide chain Dec. 29 when the Don Lee Network of California joins the system. WOL, while an independent station, is a member of the Inter-City Group, keyed from WMCA, New York, and will continue taking certain programs from that regional network.

During the last year WOL has cooperated with MBS in picking up presidential speeches and other programs from Washington. President of WOL is LeRoy Mark, with William B. Dolph, currently serving as radio director of the Democratic National Committee, the general manager of the station.

MBS programs already signed for WOL include Father Charles E. Coughlin, Crazy Water Hotel and various political speeches sponsored by the Democratic committee. WOL will continue to broadcast several commercials from the Intercity Group.

Ownership of MBS is now vested equally in WOR and WGN, which have purchased the stock formerly held by WLW, the latter having withdrawn as a partner but remaining as an affiliate. This arrangement was consummated at a board meeting in Chicago Sept. 17. The meeting also discussed plans for dedication of the Don Lee stations, Iowa Network stations. KFEL. Denver. and KOIL. Omaha, as affiliates on Dec. 29.

Present at the meeting were Alfred J. McCosker, president of WOR. and MBS chairman: W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, operating WGN; E. M. Antrim, executive secretary and treasurer of MBS, also of the *Tribune* executive staff; T. C. Streibert, vice president of WOR and of MBS; Frank Ryan, managing director of CKLW; E. S. Rogers, head of the Canadian syndicate operating CKLW; Ed Wood. WGN sales manager, and Fred Weber, MBS general manager.

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# CBS Plans New Network on West Coast; Kemp to New York; Dolph Named to Post

**Mr. Kemp**

A NEW "West Coast Network", supplanting that now fed by the Don Lee System, will be instituted Dec. 29 by CBS upon the switchover from Don Lee to KNX, Los Angeles, and KSFO, San Francisco. This was learned Sept. 28 with the disclosure of a number of important changes in the newly created branch of the network.

The CBS West Coast Network, to be sold separately to regional accounts, will constitute KNX and KSFO in lieu of KHJ and KFRC, Don Lee outlets, while its regularly maintained service will include KOIN, Portland; KVI, Tacoma; KOL, Seattle, and KFPY, Spokane. To accommodate accounts CBS will also add KFBB, Great Falls, Mont.; KGVO, Missoula; KSL, Salt Lake City, and KLZ, Denver. Programs will be keyed either from Los Angeles or San Francisco.

### Kemp Transferred

ARTHUR J. KEMP, former sales promotion manager of KNX, Los Angeles, which has been taken over by CBS, has been transferred to the East to represent the new West Coast Network as well as spot activities for KNX and KSFO, working with Radio Sales Inc., CBS local sales subsidiary. He will work under Kelly Smith, head of Radio Sales. Mr. Kemp previously had been named regional network sales manager with headquarters in Los Angeles.

Simultaneously, John M. Dolph was appointed the CBS west coast sales manager with offices in San Francisco. Harry Witt, who recently resigned as sales manager for KHJ, Los Angeles, has been named KNX commercial manager and assistant to Mr. Dolph, working out of Los Angeles. Mr. Dolph formerly operated his own financial advertising agency in Los Angeles and more recently was with N. W. Ayer & Son in New York and Philadelphia.

Mr. Kemp, it is understood, will headquarter in New York, but will spend considerable time in Chicago and Detroit and other cities in which west coast problems arise on either network or spot business.

Despite published reports, CBS has not yet completed plans for its new Los Angeles studios, although they are well along, it was learned Sept. 28. One piece of property on Sunset Boulevard and El Centro already has been acquired. This is the site formerly occupied by the Christie film studios. It is expected that about $1,000,000 will be expended. Present CBS quarters—purchased as a part of the KNX deal—will either be sold or used as an auxiliary.

Since taking over KNX operations last month, CBS has become active in network production, even though the station does not join the network until Dec. 29. Among programs being produced from Hollywood studios are *Hollywood Hotel* for Campbell soup, *Burns & Allen* for Campbell's tomato juice, the *Eddie Cantor* program for Texaco, *Joe Penner* for Cocomalt, *Nelson Eddy* for Vick's, *Goose Creek Parson* for Colgate-Palmolive-Peet, *Camel Caravan* for Camel cigarettes, *Lux Radio Theater* for Lux soap, and, to begin soon, the new *Al Jolson* program for Lever Brothers.

* * *

Announcement was made Sept. 25 by Don Lee of the appointment of Roger K. Huston, manager of KGB, San Diego Don Lee station as sales manager of KHJ, to succeed Mr. Witt. He was succeeded at KGB by Sid Fuller, commercial manager and former advertising manager of the *El Paso Herald.* Mr. Huston entered radio about 18 months ago, after two years in advertising agency work in Chicago, and seven years as an advertising executive with the *San Diego Union & Tribune.*

# A. T. & T. Revises Line Rates Downward

By SOL TAISHOFF

## Also Liberalizes Practices and Cuts Connection Charges In New Tariffs; Stimulus to Regional Nets Seen

INSTITUTING a number of far-reaching reforms in broadcast line service practices while at the same time proposing rate reductions estimated at $250,000 annually for broadcast customers, the American Telephone & Telegraph Co. on Sept. 21 filed with the FCC a new tariff covering broadcast service. It would become effective Nov. 1 and upon approval, which is expected, A. T. & T. plans to recommend to its 24 associated Bell companies handling the regional and local business that they file similar revisions.

More important than the actual rate reductions which, for example, will measure future service on an air-line mileage basis rather than a route-mile basis, are the liberalizations of existing practices which have been the source of serious complaints from stations and networks and also from their advertiser clients.

### Monthly Contracts

SUBSTANTIAL savings are proposed on connection charges for radio circuits. Requirements that A. T. & T. equipment be used at terminals even for short hauls (50 or 60 miles) will be eliminated entirely, with stations permitted to provide their own equipment. Connections for high-quality service (Class A and B) will be at substantially reduced rates—cut from $4,000 per year to $175 per month.

In a formal statement issued Sept. 22, after receipt of the tariffs, the FCC Telephone Division announced:

"The adjustments, although voluntarily filed by the telephone company, follow closely, and in a large measure remedy the complaints concerning rate practices voiced by radio broadcast station licenses in their responses to a questionnaire recently circulated among them by the Commission in connection with its special investigation and study of the A. T. & T. It should be understood, however, that the new schedules do not purport to effect a general reduction in rates."

This statement, of ccurse, indicated automatic approval of the revised schedules as of Nov. 1.

Designed to give impetus to use of telephone lines by advertisers and stations, is a change of contractural form with customers for the highest grade continuous service (the established networks) from an annual to a monthly basis. In other words, a network would not be required to contract for a full year's leased line, but could make the contract monthly, thus expanding or contracting its affiliated stations on a month-to-month basis, depending upon commercial requirements. This would be particularly applicable to regional networks, or to one like Mutual which shortly proposes to go transcontinental and which has a varying number of station affiliates.

Restrictions against the interconnection of different classes of service—that is, connection of a Class A with a Class C circuit on a network—heretofore rigidly barred, will be permitted under the new tariff. Throughout the revised tariff, the amount of savings will depend upon the type of service requested by the customer, with practically all of the hard and fast restrictions of the past eliminated. Connections of A. T. & T. facilities with those of other companies, however, still would be prohibited.

The one out-and-out increase in rate would be that for reversal of lines requested by the customer. These would be about doubled, on the ground that the A. T. & T. has lost money and would still not profit even through the doubling of rates. More and more programs are using instantaneous reversals, and it is held that the increased rate is necessitated by this.

Upon filing the new tariff, A. T. & T. long lines officials asserted that the $250,000 estimated savings may be regarded actually as a minimum, since the degree of actual reduction to the customer will depend upon how he utilizes the new schedules. Moreover, it was stated, the revisions will be spread over the entire country and apply to local service for remote pickups as soon as the associated Bell companies file revised tariffs conforming with those of the parent company. The tariff was filed by Keith S. McHugh, assistant vice president of A. T. & T.

It was estimated the revised tariffs mean that A. T. & T. will realize a net profit of 2% on its radio program service as against something less than 3% at present.

### Revenue From Radio

REFUTING repeated statements that the A. T. & T. revenue from stations and networks for radio lines amounts to $8,000,000 to $10,000,000 per year, A. T. & T. officials said that actually A. T. & T. revenue for network service does not exceed $4,600,000 and that in their opinion the gross, including local remotes and connection charges, has been well under $6,000,000. No figures ever have been made available heretofore.

To an organization like CBS alone, it is estimated that the new tariffs will mean a savings of approximately $70,000 per year, with perhaps an equal amount accruing to NBC. And for regional networks, it will mean that they can cut down the biggest item of expense—namely, that of writing leases on a yearly basis. Instead they can contract for service on a month-to-month basis. In the case of Mutual, which by December will be aligned with the Don Lee network in California, it will be in the position of contracting simply for a month's service at a time, should it choose, instead of obligating itself for some $200,000 for a year's lease.

The revised tariff proposal comes at a time when the FCC telephone investigation is planning to invade the subject of A. T. & T. charges for broadcast service. Spurred by station complaints, the telephone investigation, now in its second year, sent to all stations on July 15 questionnaires covering all types of charges for service and asking for cases of alleged discrimination. It is expected the FCC will get into this phase of the investigation within the next few weeks.

Together with the proposed new tariff, A. T. & T. filed with the FCC a letter covering the changes, which contained an analysis of the present and proposed tariffs and a comparative table of changes. The new tariff, numbered FCC-199, would cancel FCC-139. The letter brings out that A. T. & T. has been furnishing channels for program transmission for a number of years and that demand for facilities by networks has increased greatly, with many technical developments and improvements in plant and equipment used for this service resulting to meet the frequent changes in operating requirements of the industry.

"For some time," said the letter, "we have had in mind the desirability of a complete review of our

(*Continued on page 33*)

## Principal Changes Proposed for Program Line Charges . . .

1. Proposed: All interexchange schedules are measured on an air-line mile basis.
   Present: All interexchange schedules are measured on a route mile basis except Schedule E (speech only channels) which is now on an air-line mile basis.
   Effect: Improvement in administration; reduction in charges as to this item in average case; increase in certain cases as to this item.

2. Proposed: Schedule A (high quality, continuous use) facilities are furnished on a monthly basis.
   Present: Schedule A facilities are furnished on an annual basis.
   Effect: Liberalization of practice.

3. Proposed: Schedule A Minus facilities are discontinued.
   Present: Schedule A Minus facilities are furnished as an extension of a Schedule A network to one additional station through the use of the same grade of facilities as Schedule A but with limited special operation and supervision.
   Effect: Schedule no longer necessary under new tariff.

4. Proposed: The maximum charge for Schedule B facilities (high quality, occasional use) for any month will not exceed the Schedule A charges for similar items of service.
   Present: Similar maximum charges are not in effect.
   Effect: Reduction in charges in certain cases, liberalization of practice.

5. Proposed: The maximum charge for Schedule D facilities (medium quality, occasional use) shall not exceed the Schedule C (medium quality, continuous use) charges for similar items.
   Present: Similar maximum charges are not in effect.
   Effect: Reduction in charges in certain cases, liberalization of practice.

6. Proposed: Charges for reversals of line facilities requested by the customer are increased based on experience as to the amount of labor required.
   Present: Unit charge per route mile including restoral to normal.
   Effect: Increase in charges to customers requiring this service.

7. Proposed: All local channels are provided at Associated Company local channel rates.
   Present: Local channels are included in Schedules A and B. Local channels in connection with Schedules C, D, and E are furnished at Associated Company local channel rates.
   Effect: Reduction in charges generally when Associated Companies file revised tariffs.

8. Proposed: Line facilities furnished under any schedule in the tariff may be interconnected for transmission in both directions.
   Present: Schedule C and D line facilities when interconnected with Schedule A or B facilities cannot be used to transmit music inward to the Schedule A or B networks.
   Effect: Liberalization of practice.

9. Proposed: First period of Schedule E is one hour at a rate of $.10 per air-line mile and each additional consecutive 15-minute period at $.025 per air-line mile.
   Present: First period of Schedule E is 15 minutes at a rate of $.10 per air-line mile and each additional consecutive 15-minute period at $.03 per air-line mile.
   Effect: Reduction in charges and liberalization of practice.

10. Proposed: Customers may use their own amplifiers in their studios between sections of interexchange channels.
    Present: Tariff does not cover the use of the customer's amplifiers.
    Effect: Reduction in charges and liberalization of practice.

11. Proposed: In cases (generally short distances) where receiving and transmitting connections are not required to effect high quality transmission over Schedule A or B facilities between stations, the channels may be furnished without such connections.
    Present: Transmitting and receiving connections (at a substantial charge) are furnished in all cases with Schedule A and B facilities.
    Effect: Reduction in charges and liberalization of practice.

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WAGE increases of 5 to 10% for 9,000 employes of the RCA Mfg. Co. plant at Camden, N. J., have been ordered into effect Oct. 5. They apply only to hourly wage workers and not to salaried employes.

# Industry Ready for Technical Hearing

## All Branches to Be Represented as FCC Investigates Clear Channels and Superpower Plans Oct. 5

ALL ELEMENTS in the broadcasting industry as well as many outside the fold will converge upon the FCC Broadcast Division Oct. 5 for what likely will be a ten day seige on the broad subject of future broadcast allocations.

When the time barrier fell Sept. 15 on the filing of appearances for the unprecedented "informal hearings" on allocations, 37 separate groups or individuals had asked time in the total amount of 51 hours. There were 120 companies, stations, associations and individuals involved whose cases would be presented by some 70 witnesses. Both Lenox R. Lohr, NBC president, and William S. Paley, CBS chief executive, planned to appear on behalf of their networks. Powel Crosley Jr. of WLW and Chester Long of General Electric also planned to testify.

As BROADCASTING went to press, it appeared the hearings would run two weeks of five-hour days. Aside from the time actually requested by individuals, it was anticipated that Broadcast Division members and staff would utilize 12 or 15 hours in presenting their own case and in questioning witnesses. However, FCC spokesmen were hopeful they would be condensed into a 10-day period.

### Clear Channels

THE MAJOR issue, it appears obvious, will be that of preservation of clear channels and use of superpower by clear channel stations. The so-called Clear Channel Group of 13 stations was prepared to present its case in support of retention of the existing clear channel setup, along with a proposal that the present maximum power of 50,000 watts be made the minimum and that clear channel stations be permitted, should they desire, to utilize 500,000 watts power. A dozen applications for authority to use this energy now are pending.

Diametrically opposed to this viewpoint is the formidable National Association of Regional Broadcasting Stations, formed during the last 90 days under the leadership of John Shepard 3d, Yankee Network president. Representing some 85 stations in the regional field, the organization has made elaborate plans to support its basic appeal for duplication of stations on clear channels with power restricted to a maximum of 50,000 watts as at present. The group also favors a horizontal increase on all regional channels to 5,000 watts both day and night.

The plan of procedure is for the FCC to present its case first. Chairman E. O. Sykes of the Broadcast Division will open the hearings with a statement of their scope. He will be followed by Chief Engineer T. A. M. Craven, who will outline the engineering side. Dr. L. P. Wheeler, technical information section head of the FCC, will analyze the technical portions of the provocative allocation survey released by the FCC last month, which dealt with rural coverage under present allocations. Assistant Chief Engineer Andrew D. Ring will close the FCC presentation with an analysis of other aspects of this survey, primarily phases dealing with the postcard questionnaire survey of rural reception and the findings of FCC inspectors.

Whether the FCC will present other testimony is not yet definite. It is likely, however, that following the presentation of testimony by private individuals, organizations, networks, stations and others, that Mr. Ring will be recalled to the stand to draw additional conclusions, based on the allocation survey.

After the opening of the hearings, the agenda provides that educational groups, of which two have requested opportunity to be heard, present their cases. They will be followed by organizations such as the Institute of Radio Engineers, National Association of Broadcasters (if it desires time) and the Radio Manufacturers Association—the latter having petitioned to appear on receiving set matters.

Next in order, the Division proposes to hear the Clear Channel Group, Regional Group, and Local Group. These will be followed by the networks. Large companies, such as Westinghouse, General Electric, and Hearst Radio then will be called. Counsel appearing for groups of client stations, other than those associated with organizations which will already have appeared, are scheduled next, to be followed by individual stations and finally by individuals.

Eleventh-hour efforts to seek a postponement of the hearings on varying grounds have been dropped, primarily because the Division made known rather definitely that it planned to proceed with the hearings. James W. Baldwin, NAB managing director, on Sept. 15 proposed a postponement to members of the NAB board, but after a division of opinion it was decided not to file the request. No statement on this, however, was forthcoming from NAB headquarters.

### NAB Board to Meet

MEANWHILE, Mr. Baldwin on Sept. 23 sent out a call for an NAB board meeting—the first since the Chicago convention in July—to be held in Washington Oct. 2. The reallocation hearings, together with other pending matters largely of a routine nature, were on the agenda. Since most of the score of board members plan to be in Washington for the hearings it was concluded that a meeting should be called.

The NAB, through Mr. Baldwin, filed an appearance for the hearings, asking one-half hour each for Charles W. Myers, president, and for Mr. Baldwin. However, it was undecided as to whether the NAB would appear, because of the highly controversial nature of the hearings, and because of the divergence of views among NAB members themselves. The matter, however, will be presented to the board. If the NAB does appear, it will be simply to present certain general economic facts about the broadcasting industry, with no attempt to recommend allocations.

Whether any other groups of broadcasters will appear also is problematical. Plans of L. B. Wilson, owner of WCKY, Cincinnati, to band together the eight high-power regional stations to present a case in support of 50,000 watts on those channels evidently failed to materialize and no appearance has been filed for the group as such. Originally, it had been planned to retain the engineering firm of Jansky & Bailey to appear for the group, but the arrangements were not completed.

Whether local stations, through National Independent Broadcasters Inc., will be represented, also was debatable. Edward A. Allen, its president, filed an appearance, but so far as known has not retained either legal or engineering counsel. If Mr. Allen appears, it will be in favor of an increase in power for locals at night from 100 to 250 watts, with 500 watts day for those who want it, and with additional channels set aside for local stations to reduce congestion on the six channels now used for that class of stations.

One other group of stations, constituting daytime and limited time stations operating on clear channels, also filed an appearance and requested opportunity to be heard. However, it was not certain that they would testify. An appearance in their behalf was filed by Horace L. Lohnes, Washington attorney, who said that in this instance Ben S. Fisher, Washington

(*Continued on page 72*)

## Agenda of Reallocation Hearings:

THE HEARING will start Oct. 5 in the government auditorium located at Constitution Ave. between 12th and 13th Streets, between the Department of Labor Building and the Interstate Commerce Commission Building, at 10 a. m.

Opening statement by Chairman Eugene O. Sykes, of the Broadcast Division, outlining the scope and procedure of the hearing.

Statement by T. A. M. Craven, FCC Chief Engineer, on broadcast allocation and engineering.

Testimony of A. D. Ring, Assistant Chief Engineer, and Dr. L. P. Wheeler, Chief, Technical Information Section. Statements concerning the procedure and the factual data on the allocation survey.

Testimony of respondents as follows:

1. National Committee on Education by Radio—S. Howard Evans.
2. National Association of Educational Broadcasters—H. B. McCarty.
3. Institute of Radio Engineers—Harold P. Westman.
4. Radio Manufacturers Association—James M. Skinner and L. C. F. Horle.
5. National Association of Broadcasters—James W. Baldwin and C. W. Myers.
6. KFI, WBAP, WFAA, WGN, WHAM, WHAS, WHO, WLS, WLW, WOAI, WSB, WSM, WWL (Clear Channel Group)—Louis G. Caldwell.
7. Stations Interested in Part-Time Assignments on Clear Channels—Ben S. Fisher, John W. Kendall and Horace L. Lohnes.
8. Crosley Radio Corp.—Duke M. Patrick.
9. National Association of Regional Broadcast Stations—Paul D. P. Spearman.
10. KOIN, WAVE, WDAY, and Congress Square Hotel Co. — Re question so-called horizontal power increases on certain frequencies assigned to regional stations.—Paul M. Segal.
11. National Independent Broadcasters (WLVA, WMBC, KGFJ)—Edward A. Allen.
12. National Broadcasting Co. Inc.—P. J. Hennessey, Jr.
13. Columbia Broadcasting System Inc.—Duke M. Patrick.
14. Westinghouse Electric & Mfg. Co.—Horace L. Lohnes.
15. General Electric Co.—Chester H. Lang.
16. Hearst Radio Inc.—Littlepage & Littlepage.
17. WGR-WKBW, KMBC, W9XBY, KFBK-KMJ, KWG, KERN and WNAX—Frank D. Scott.
18. W2XR—John V. L. Hogan.
19. KWTO, KGBX, KFRU, KCMO, WEEU, WRAW, WSAZ, WLVA, WMBG, WJAS, KQV, WTMV, W1XBS, WDGY, WDNC, WHJB, WTOC, Mason Dixon Radio Group Inc., operators of WDEL, WILM, WEST, WAZL, WORK, WGAL—George O. Sutton.
20. KFOX, KFWB, KIEM, KMED, KOMO, KPRC, KRKD, KTBS, KTRH, KVOD, KXYZ, KGMB, WCOP, WELI, WNBC, WPHR, WLBG, KARK, KLS, KOOS, WORC, WTFI—Ben S. Fisher.
21. KFXM, KGFJ, KIT, KGFW, KSLM, KXL, WSGN, KRNR, KELD, KORE, Hill & Phillips, d/b as Eugene Broadcast Station, WLBC, WJBC, WCBS, WCNI, WSOC—Ben S. Fisher.
22. KEX, KJR, KSL, KWKH, KFVD—Ben S. Fisher.
23. KGW, KHO, KOA, KVI—Ben S. Fisher.
24. WCFL, Chicago, Ill.
25. WRUF, Gainesville, Fla.
26. WBBM, Chicago, Ill.
27. WGAR, Cleveland, Ohio—Prof. John F. Byrne, Ohio State University and R. Morris Pierce.
28. KFSD, San Diego, Cal.
29. WOSU, Columbus, O.
30. KVOO, Tulsa, Okla.—Lawrence W. Stinson and David R. Milsten.
31. WTIC, Hartford, Conn.—Duke M. Patrick.
32. WORL, Boston—Melvin D. Hildreth, Observer only.
33. KECA, Los Angeles, Cal.—Louis G. Caldwell.
34. WBNX, New York—R. T. Rollo and Dr. Herbert L. Wilson.
35. WOW, Omaha, Neb.—Paul M. Segal.
36. Harold A. Lafount.
37. Edgar H. Felix—Radio Coverage Reports, Field Intensity Surveys, Allocation Investigations, and Directive System Specifications.

# FAMOUS RADIO TEAM JOINS W-H-O STAFF

## Asher Sizemore and Little Jimmie now broadcasting daily

WHO listeners enjoy chain-service PLUS.

They enjoy the million-dollar entertainment presented on the red network. (Now better than ever with Fred Astaire and Jack Benny.)

They also enjoy the many special live-talent features that originate at WHO.

To a talent staff of 150 people, already including such star attractions as Gene & Glenn and The Songfellows, WHO has just added another headliner—Asher and Little Jimmie.

Radio men familiar with the record made by this father-and-son team on other 50 KW's like WSM, WHAS and WFAA, recognize Asher & Little Jimmie as top-rank audience-builders — a feature that adds one more to the long list of reasons why WHO has become an important part in the daily lives of a million families in Iowa and adjoining territory—and an important part of any advertising plan to sell those families most economically.

POWER THAT FITS THE MARKET—Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers. Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because WHO has power that fits the market—power of 50,000 watts, cleared-channel, full time.

**CENTRAL BROADCASTING COMPANY**

*J. O. Maland, Mgr.* DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

**The Central Station—WHO—Des Moines**

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

**CLEARED-CHANNEL—50,000 WATTS—FULL-TIME**

# Gladstone Murray, Dr. Frigon Picked For Canadian Body

## CBC Recommends Them for Control of New Radio Setup

By JAMES MONTAGNES

OTTAWA, Ont., Sept. 25—At its first meeting at Ottawa the newly-appointed board of governors of the Canadian Broadcasting Corp., government-owned broadcasting organization named last month to displace the Canadian Radio Commission [BROADCASTING, Sept. 15], recommended to the Canadian government the appointment of Maj. Gladstone Murray, 43-year-old British Broadcasting Corp. executive, to the post of general manager of the CBC at a salary of $13,000, and Dr. Augustin Frigon, chairman of the Quebec Electric Commission and member of the royal commission of 1929 which recommended nationalization of broadcasting, to the post of assistant general manager at a salary of $12,000 a year. Both are understood to have signified their acceptance if the government approves of the recommendation. Both also are understood to be leaving posts paying higher salaries.

Eight of the nine members of the board made the recommendation under Chairman L. Brockington. The board further recommended that the appointments be made at once so the two men would be ready to step into their positions Nov. 2, when the new radio act creating the CBC goes into effect; replacing the present three-man Commission under Hector Charlesworth.

### Spectacular Career

MAJ. MURRAY was born in Maple Ridge, British Columbia, and was graduated from McGill University, Montreal, where he founded the *McGill Daily* in 1911. As a Rhodes Scholar from Quebec he went to Oxford, joined the British army at the outbreak of the war, saw service with cavalry, infantry and air force. It was he who flew behind the German lines to drop a wreath on the airdrome of German ace Richthofen, brought down by another Canadian pilot, Roy Brown.

Maj. Murray was special correspondent for the *London Daily Express* and public relations officer for the League of Nations Union of London before joining BBC as public relations director. He founded the various BBC magazines with their worldwide circulation, has handled all British political broadcasts since 1924, and has been consulted by the Canadian Parliament on broadcasting questions several times.

Dr. Frigon was a member of the three-man royal Commission which made the initial inquiries into Canadian radio, touring Europe and the United States and bringing in a report favoring the nationalization of broadcasting while also allowing the operation of privately-owned stations. The report has never been wholly implemented, especially in the matter of high-power stations, of which seven were to be built across the Dominion. He is a graduate of the Polytechnic School of Montreal University and of the Massachusetts Institute of Technology.

Maj. Murray

Dr. Frigon

Dr. Frigon has been a member of the Canadian Research Council, headmaster of the Polytechnic School at Montreal, director of technical education for the Province of Quebec, and for the last 10 years has been chairman of the Quebec Electric Commission. He is a technician of wide renown and has carefully studied the radio problem.

Hector Charlesworth, chairman of the present Commission, has a 10-year contract with the government for his post. It is understood that some post will be found for him either in the radio department or perhaps as director of the national archives, since he left a permanent post as editor of *Toronto Saturday Night* at the request of former premier Bennett. His salary is $10,000.

Members of the board of governors do not receive an annual salary, getting remuneration only for the meetings which they attend.

### Maj. Murray Comments

"I INTEND to put Canada on the air in a big way," Maj. Murray is quoted as telling a London correspondent of the *Toronto Star* in a cabled dispatch to that paper following the announcement of his appointment. Maj. Murray has made plans to sail for Montreal Oct. 3 on the *Empress of Britain.*

Murray explained that while he would have nothing to do with the policy of the nationalized radio, a matter in which he would carry out the wishes of the board of nine governors, he felt certain that with maturity Canada's broadcasting system could be among the best in the world, artistic and other resources being available. He had no idea to make Canadian broadcasting a pattern on the BBC with which he is at present connected, but would place it on a distinctly Canadian basis. In time it would be as different from the BBC as from American broadcasting, he explained.

"Questions relating to talks and speeches, also news broadcasting, I shall discuss with the governors on my arrival at Ottawa. My principle in news broadcasting is harmonious association with the newspapers. For some time commercial broadcasting will continue, together with public service broadcasting for a transition period of amicable cooperation," the new general manager stated.

# *Major Networks Show Time Sales Gain Of 19% for the Three Summer Months*

BILLINGS of NBC, CBS and Mutual reached a record total in August for the second consecutive month. Mutual reported an increase of 69% over August, 1935, CBS receipts were up 40% and combined NBC revenues rose 19.8%. While the August total of the major networks was slightly under the July total—$3,777,004 against $3,382,319—the loss is actually a gain since past August billings have been much lower than July business.

The August total for the NBC Red and Blue was $2,422,431, with $1,553,540 for the Red and $868,891 for the Blue. CBS reported an all-time record of $1,232,508 as against August, 1935, billing of $879,019. Mutual sales for August were $122,065, of which $16,798 was for supplementary stations.

All three networks experienced the best summer in their history, the June, July and August total amounting to $11,540,057, a three-month increase of 19% or $1,847,277.

### Networks' Gross Monthly Time Sales

| | | *1936* | *% Gain Over 1935* | *1935** | *1934* | *1933* |
|---|---|---|---|---|---|---|
| | | | **NBC** | | | |
| Jan. | Red | $1,725,172 | —7.37 | $2,895,037 | $2,391,667 | $1,869,885 |
| | Blue | 956,643 | | | | |
| Feb. | Red | 1,697,524 | —1,60 | 2,758,319 | 2,211,637 | 1,742,784 |
| | Blue | 1,016,776 | | | | |
| March | Red | 1,915,357 | .42 | 3,025,308 | 2,507,890 | 1,997,463 |
| | Blue | 1,122,516 | | | | |
| April | Red | 1,762,201 | 2.23 | 2,682,143 | 2,373,890 | 1,690,177 |
| | Blue | 979,727 | | | | |
| May | Red | 1,650,046 | —4.64 | 2,685,211 | 2,475,173 | 1,662,887 |
| | Blue | 911,674 | | | | |
| June | Red | 1,490,426 | —2.41 | 2,380,845 | 2,177,857 | 1,512,139 |
| | Blue | 833,030 | | | | |
| July | Red | 1,613,148 | 10.01 | 2,208,935 | 1,864,420 | 1,370,993 |
| | Blue | 816,835 | | | | |
| August | Red | 1,553,540 | 19.8 | 2,021,366 | 1,542,599 | 1,328,467 |
| | Blue | 868,891 | | | | |
| | | | **CBS** | | | |
| January | | $1,901,023 | 7 | $1,768,949 | $1,405,948 | $941,465 |
| February | | 1,909,146 | 15.4 | 1,654,461 | 1,387,823 | 884,977 |
| March | | 2,172,382 | 18.7 | 1,829,553 | 1,524,904 | 1,016,102 |
| April | | 1,951,397 | 20.8 | 1,615,389 | 1,371,601 | 775,487 |
| May | | 1,749,517 | 35.9 | 1,287,455 | 1,255,887 | 624,256 |
| June | | 1,502,768 | 40.9 | 1,066,729 | 925,939 | 553,056 |
| July | | 1,292,775 | 42. | 910,470 | 630,290 | 445,414 |
| August | | 1,232,508 | 40. | 879,019 | 513,315 | 499,638 |
| | | | **MBS** | | | |
| January | | $166,266 | 155.6 | $65,024 | ........ | ........ |
| February | | 162,358 | 142.5 | 66,946 | ........ | ........ |
| March | | 191,483 | 113.8 | 94,180 | ........ | ........ |
| April | | 139,834 | 18.5 | 118,045 | ........ | ........ |
| May | | 129,907 | 16.5 | 111,497 | ........ | ........ |
| June | | 104,510 | 15.1 | 90,692 | ........ | ........ |
| July | | 109,561 | 74.8 | 62,648 | ........ | ........ |
| August | | 122,065 | 69. | 72,076 | ........ | ........ |

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*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

# *IRACI PURCHASES WPEN AND WRAX*

SALE OF WPEN and WRAX, Philadelphia time-sharing independents, to John Iraci, former owner of WOV, New York, was consummated Sept. 28 subject to FCC approval. Mr. Iraci on that day contracted for the purchase of 60% of the common stock of the two stations from Clarence Taubel for $82,500.

Previously, Mr. Iraci had purchased from Mr. Taubel the preferred stock of WPEN for $82,500 as well as 40% of the common stock of WPEN and WRAX from Paul F. Harron, who is also part owner of WHOM, Jersey City, and WFAB, New York, for approximately $75,000. The total outlay for the two time-sharing stations was $240,000.

Mr. Iraci recently sold WOV, limited-time station in New York, to Arde Bulova, watch manufacturer and broadcaster, for $300,000, subject to FCC approval. The application for assignment now is pending. WOV is the main link in the plan of the Paulist Fathers of New York to procure a full-time 5,000-watt assignment for the part-time WLWL, New York.

Acquisition of the two time-sharing stations, which operate on the 920 kc. channel with 250 watts night and 500 watts day, was made possible through procurement by Mr. Iraci of an option on the stations held by Russell Feldman, New York broker.

Meanwhile, the status of the Paulist-Bulova transaction, whereby WLWL would procure the full time, appeared no closer to solution. The Paulists originally had made arrangements with CBS whereby the full-time WLWL would have been leased or sold to the network. Mr. Bulova's acquisition of WOV, however, completely upset this original plan and the Paulists since have steadfastly refused to deal with Bulova on a similar arrangement.

# WHN, Yankee Network Sign for Sports Events

EXCLUSIVE broadcasting rights to all sporting events at the 20th Century Sporting Club, famous New York organization headed by the promoter Mike Jacobs, were acquired by WHN, New York, through Herbert L. Pettey, its commercial director, in a deal consummated in September. At about the same time WHN, in company with Yankee Network, through Mr. Pettey and John Shepard 3d, also signed the broadcasting rights for Madison Square Garden events. WHN and Yankee Network have a tieup arrangement.

Both agreements run through the fall and winter seasons, terminating June 1, 1937, and include championship fights, hockey, basketball and football. First on the docket is the Joe Louis-George Brecia fight Oct. 7. Under the agreement WHN and Mr. Shepard have full authority to deal with other parties seeking broadcasting privileges.

# Democrats Bar KFI-KECA From Sponsored Broadcasts

### Retaliate for Refusing to Carry Fireside Chat; FCC Legal Staff Upholds Station Action

DESPITE a formal ruling by the FCC law department that KFI and KECA, Los Angeles, did not transgress the law in refusing to accept President Roosevelt's recent "fireside chat" as a sustaining program, the Democratic National Committee as a retaliatory measure intends to boycott these stations on all future commercial broadcasts it was learned authoritatively Sept. 23.

In purchasing an hour for President Roosevelt Oct. 1 on combined NBC-Red network with supplementaries and the CBS nationwide facilities, the committee specifically informed NBC that it did not want KFI, although it is the most powerful NBC-Red outlet on the coast. No formal announcement to this end was made, but it was learned from White House sources that the administration feels irked over the incident and that so far as it is concerned neither of the Anthony stations will be used for commercial talks by the President.

Stephen T. Early, of the Presidential secretariat, it was ascertained, informed the Democratic Committee that the stations would not be used in commercials. The stations, however, in the opinion of the White House, have a perfect right to accept any Presidential "sustainings" whenever in the opinion of its owner, these broadcasts are non-political.

It was pointed out in White House quarters that KFI and KECA were the only stations in the country which refused the "fireside chat". Further it was said that if radio wants to seek "parity with the press" it must mend its ways on such matters as presidential speeches. Newspapers, even though largely anti-administration, nevertheless carry the president's speeches as "news" and do not charge for the space used or require purchase of advertising.

The White House feels too, it was indicated, that coverage will be procured in Los Angeles without these stations since it is the intention of the Committee to use two nationwide networks in each Presidential campaign speech.

#### Communist Complaints

THIS development culminated a series of events having to do with political broadcasting during the last month that is indicative of the recriminations that may be expected as political campaigning via the radio goes into its home stretch. The KFI incident, coupled with a series of complaints by the Communists and spokesmen in their behalf over the refusal of certain stations to give them or sell them time, tended to focus attention upon radio more than ever.

The FCC Broadcast Division, after receipt of the complaints, routed them to its law department. The department, in the case of the Anthony refusal, submitted a clear-cut opinion in which it gave the stations a clean bill of health under the law. There were various letters dealing with the Communist situation, and the import of the FCC action in those cases upon which it has passed judgment was that where time was contracted for, and where stations had allowed other candidates for office time over their facilities, they also are duty-bound under the political section of the law to grant facilities to the Communists.

Among those who protested the Anthony refusal to carry the President's "fireside chat" on Sept. 6 was John G. Wenk, president of the Utopian Society of America, Los Angeles, and it was on the basis of this letter that the FCC law department rendered a legal opinion. In his telegram, a copy of which also was sent to the President, Mr. Wenk charged that if this policy were not checked it would ultimately deprive American citizens of the necessary information to exercise intelligent judgment and suffrage.

Over the signature of John B. Reynolds, acting secretary of the FCC, Mr. Wenk and other protestants were informed:

"In reply, you are advised that Section 3 (h) of the Communications Act of 1934 provides that a person 'engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier'. It follows, therefore, that a broadcast station is not under a public utility obligation to accept all program material offered, and the Commission has no authority to direct a station to accept any specific program. The only exception to this rule is contained in Section 315 of the Communications Act of 1934, a copy of which is enclosed, concerning the affording of equal opportunity for the use of broadcast facilities to legally qualified candidates for public office.

"If the address to which you refer was not made in connection with candidacy for election to public office, it does not come within the exception of Section 315 of the Act. If it was made in connection with candidacy for election to public office (and it appears that the stations concluded it was), then the stations were within their rights in refusing to accept the same unless paid for at regular political rates, since it appears that they require all presidential candidates making political speeches to pay for time; and, assuming this to be true, they could not permit one presidential candidate to broadcast without charge and require all others to pay without violating the 'equal opportunity' provisions of Section 315."

#### Statement by KFI-KECA

ON SEPT. 11, Jose Rodriguez, editor of the KFI-KECA news service, sent to the FCC a statement by the stations which covered reasons for the refusal to broadcast the speech. It pointed out that the action had been both praised and condemned but that the factors that led to the decision had not been clearly understood. The statement said in part:

"KFI-KECA are strictly non-partisan in political questions. Station rules demand that all political speeches in favor of candidates or measures shall be paid for at existing commercial rates. KFI-KECA do not donate use of their facilities for political purposes under any conditions.

MIKE-MINDED—President Roosevelt and Secretary Marvin McIntyre tinker with one of WLEU's condenser microphones and a lapel model while their train stopped at Erie, Pa.

"KFI-KECA make a clear distinction between the President of the United States and the Democratic candidate for that office. As Chief Executive of the United States, Franklin Delano Roosevelt is respected and honored by KFI-KECA. As Democratic candidate for the presidency, Franklin Delano Roosevelt is considered by KFI-KECA as an office-seeker with no more rights or privileges than his opponents."

Another discourse on this subject which, strangely enough, did not coincide with the FCC's official interpretation, was an address by George H. Payne, FCC Telegraph Division member on Sept. 16 at Riverhead, N. Y. Addressing the Rotary Club there, Mr. Payne, a Progressive Republican, called the Anthony action an "arrogant abuse of power". Again criticising commercial broadcasting and broadcasters, he talked about "enormous fortunes" that can be made "by private exploitation of this last great resource."

Because of the varying factors involved, the FCC has not rendered any blanket opinion in connection with the Communist complaints. On Sept. 15, it informed Arthur Garfield Hays, general counsel of the American Civil Liberties Union, which complained that WIRE WCAE and WTCN had violated the political section of the law by refusing to broadcast a speech by Earl Browder, Communist candidate for president, that it would make a thorough investigation.

Meanwhile, on Sept. 20 WCAE, Hearst-owned station in Pittsburgh, announced it will carry three broadcasts of Browder speeches which already have been scheduled on NBC because it is compelled to do so under the political section of the law.

Emile J. Gough, vice president of WCAE and Hearst Radio executive, declared that but for these mandatory provisions of the law and the regulations of the Commission, WCAE would reject the Browder programs.

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## ANA Meets Oct. 9-10

THE CHANGING order of distribution and how it is affecting national advertising, with partial attention to the Patman law, will be a chief topic of discussion at the annual convention of the Association of National Advertisers at the Greenbrier, White Sulphur Springs, W. Va., Oct. 9 and 10.

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# Leich Directs ABC As Insull Resigns

### Adequate Financing Declared Assured for the Season

RESIGNATION of Samuel Insull as president and general manager of Affiliated Broadcasting Co. and appointment of Clarence Leich, official of WEOA and WGBF, Evansville, Ind., to succeed him as general manager of the network were announced on Sept. 20, following a meeting of the owners and managers of the 20-odd midwestern stations comprising the ABC network. Mr. Insull, however, will "remain on the board of directors to represent the interests of the stations and of his friends who have provided a substantial portion of the capital thus far invested in the business," according to the official announcement.

Withdrawal of Mr. Insull from the presidency of the company which he has headed since its inception early this year comes as a climax to a series of resignations and dismissals which has removed from the network's staff most of the personnel who came in under the Insull auspices and culminates an internal struggle for control of the chain that has been going on almost as long as the company itself.

#### Commercial Activity

WITH this matter settled for the time being, with adequate finances assured for the coming season, and with control in the hands of an experienced station manager, officials of the ABC and of its member stations predict rapid progress for the chain in the near future.

Following the appointment of Mr. Leich, the meeting settled into a discussion of the network's program policies and commercial activities, which he will direct. A publicity committee was named, consisting of H. B. Walker, part owner of WEOA, Evansville, and WBOW, Terre Haute, who became a member of the chain's board of directors early in September; S. H. Bliss, general manager of WCLO, Janesville, Wis.; and H. J. Newcomb, manager of WRJN, Racine, Wis. Both WCLO and WRJN are newspaper-owned stations, and both Bliss and Newcomb are former newspapermen.

T. E. Quizenberry, board member and since early summer executive vice-president of the network, who has been devoting most of his time to its reorganization and to contacting advertising agencies and advertisers, left Chicago the day following the meeting for a brief trip to Europe, sailing on the *Queen Mary* Sept. 23 and planning to return on the *Aquitania*. A motor tour of France will take up most of his time on the continent.

Contrary to previous reports, David F. Crosier remains with ABC as eastern manager. The Detroit office, managed by Earl Maxwell, has been closed, and the sales force further reduced by the resignation of Wallace Stenhouse, who left to join the Criterion Advertising Co., specializing in outdoor advertising.

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BENRUS WATCH Co., New York, through S. M. Epstein Co., Detroit agency, has renewed time signal schedules for 1937 on WXYZ, Detroit, and the Michigan Network.

KFRU
COLUMBIA
MISSOURI

## Columbia, Missouri

Midway between the retail markets of St. Louis and Kansas City, Columbia is the center of a rich market not adequately covered by any outside media, either newspaper or radio.

Columbia, Missouri, is the home of

**RADIO STATION**

# KFRU

630
Kilocycles

1,000 WATTS
DAYTIME
(500 Nighttime)

**Facts and figures from KFRU's New Market Manual:**

- The 105,900 radio set owning families in this market, offer a potential retail sales market of $75,000,000 in 1936.
- A sales message over KFRU thoroughly covers 32 counties and 5 (30,000 to 100,000 population each) retail markets.
- There are 54,452 families in this market, 46% of whom live on farms and 54% in cities or towns. 69% of the total families own radio sets.

*Your copy of this interesting, factual manual will be sent on request to Radio Station KFRU at Columbia, Missouri*

Radio Station
**KFRU**
Is Owned and
Operated by the
Star-Times
Publishing Co.
Publishers of
**The St. Louis**
**Star-Times**

Or to Representatives

**WILSON—DALTON—ROBERTSON**

1329 Baltimore Ave.
Kansas City

1503 Mather Tower
Chicago, Ill.

250 Park Ave.
New York City

**A Sales Message over KFRU covers the center of Missouri**

# Eight New Stations Granted In Record FCC Decision Day

## Include Regional in St. Louis and 5 kw. Daytime In Hammond, Ind.; KGKO To Fort Worth

BESIDES granting construction permits for eight new broadcasting stations, including a 1,000-watt regional in St. Louis, a 5,000-watt daytime station in Hammond, Ind., on the outskirts of Chicago, and a 1,000-watt daytime station in Pittsburg, Kan., the FCC Broadcast Division in a sweeping decision day Sept. 22 largely cleared its accumulated summer docket by granting numerous power increases, denying various applications for new stations and ordering a long calendar of applications set for hearings.

Sitting for nearly 10 hours, the Division disposed of the largest docket of cases in more than a year. [Detailed listings of its decisions will be found on page 76-77.] The new station grants were:

### New Stations Authorized

STAR-CHRONICLE Publishing Co., St. Louis—Granted construction permit for new 1,000-watt full-time station on 1250 kc. in St. Louis, reversing Examiner Hyde; at same time denied application of WIL, St. Louis local, for the same facilities, also reversing Examiner Hyde. The Star-Chronicle Publishing Co. publishes the *St. Louis Star-Times*. Elzey Roberts is president and Ray V. Hamilton the executive handling radio.

Hammond - Calumet Broadcasting Corp., Hammond, Ind., operators of WWAE, time-sharing 100-watter in Hammond—Granted construction permit for new 5,000-watt station on 1480 kc. in Hammond, using directional antenna, without a hearing.

A. Staneart Graham, E. V. Baxter and Norman Baxter, doing business as Pittsburg Broadcasting Co., Pittsburg, Kan.—Granted 1,000-watt daytime station on 790 kc., sustaining Examiner Hill.

Sioux Falls Broadcast Ass'n Inc., Sioux Falls, S. D.—Granted construction permit for new 100-watt fulltime station in Sioux Falls on 1200 kc., sustaining Examiner Hill. Same company owns and operates KSOO, Sioux Falls, and is headed by Joseph Henkin.

Black River Valley Broadcasts Inc., Watertown, N. Y.—Granted construction permit for new 100-watt night and 250-watt day station on 1420 kc., sustaining Examiner Dalberg. Applicant corporation comprises chiefly residents of Watertown, with the Onondaga Radio Broadcasting Corp., operating WFBL, Syracuse, owning 40% stock interest and expecting to manage the station.

Harold Perry Johnson and Leland M. Perry, Cedar City, Utah—Granted construction permit for new full-time 100-watt station in Cedar City on 1310 kc., sustaining Examiner Hill.

R. J. Laubengayer, Salina, Kan.—Granted construction permit for new 100-watt full-time station on 1500 kc. in Salina; no hearing. Mr. Laubengayer is publisher of the *Salina Journal*.

Tribune Printing Co., Jefferson City, Mo.—Granted construction permit for new 100-watt daytime station on 1310 kc. in Jefferson City. Tribune Printing Co. is publisher of the *Jefferson City Capital-News* and *Post-Tribune*.

### Many Applications Denied

AMONG the applications denied were those for eight stations—one each in Winona and Mankato, Minn.; Fort Dodge and Clinton, Ia.; Hastings and Grand Island, Neb.; Appleton and Wausau, Wis.—filed by various corporations headed by Emmons T. Abeles, Minneapolis attorney.

These applications were all dismissed with prejudice. Denied also were the applications of the *San Diego Union-Tribune* for a new local station on 1420 kc. in that city; that of A. W. Hayes, Erie, Pa., for a new regional on 1270 kc. in that city.

### Other Power, Wave Grants

SUSTAINING Examiner Arnold's recommendations, the Broadcast Division, with Commissioner Case dissenting, authorized KGKO, Wichita Falls, be moved into Fort Worth. This station was recently purchased by Amon Carter, publisher of the *Fort Worth Star-Telegram*, who proposes to operate it as the Fort Worth-Dallas outlet of the NBC-Blue network.

Among other grants, the Broadcast Division affirmed its July 2 decision increasing the power of WMCA, New York, from 500 to 1,000 watts full time after WKBN, WICC, WFIL and WSYR-WSYU had withdrawn their protests. Also increased from 500 to 1,000 watts were the full-time powers of KGRV, Weslaco, Tex., and KVOA, Tuscon, Ariz.

The 5,000 watts experimental night power of WOW, Omaha, was temporarily extended for one month, from Sept. 29 to Oct. 28, and 5,000-watt daytime power grants were awarded to WGR, Buffalo; WGST, Atlanta, and WLBL, Stevens Point, Wis.

Upon protests by WNAC, WAAB, WCOP and WLAC, the recent grant of 5,000 watts on 1470 kc. to WMEX, Boston, now operating with 100 watts on 1500 kc., was ordered set for hearing. WGAN, Portland, Me., a new daytime station whose previous call assignment was WSPG, was authorized to continue construction of its 500-watt transmitter on 640 kc. pending court appeals.

Marking the first time it has granted daytime increase in power to local stations since Congress in 1934 authorized the licensing of additional 100-watt stations without regard to quota, the Division granted daytime power increases from 100 to 250 watts to eight stations. Securing the increases were WMFG, Hibbing, Minn.; WMIN, St. Paul; KDNC, Lewistown, Mont.; WEOA, Evansville, Ind.; KMLD, Monroe, La.; WHFC-WKBI-WEHS, Cicero, Ill.

# 5 More New Stations Authorized on Sept. 29

IN A SECOND major decision day Sept. 29 [see detailed listings on page 78], the FCC Broadcast Division authorized the erection of five more new local broadcasting stations, and at the same time granted authority to Harold V. Hough, manager of WBAP, Fort Worth, to purchase KGFG, Oklahoma City, from Hale V. Davis. It granted KGFG, a part-time 100-watter, full time in lieu of its present time-sharing with KCRC, Enid, Okla.

The new station grants were as follows:

C. G. Hill, George D. Walker and Susan H. Walker, Winston-Salem, N. C.—Granted construction permit for 250 watts daytime on 1250 kc., reversing Examiner Walker.

Jonas Weiland, Kinston, N. C.—Granted construction permit for 100 watts night and 250 watts daytime on 1200 kc., sustaining Examiner Walker.

Northern Broadcasting Co., Wausau, Wis.—Granted 100 watts daytime on 1370 kc., sustaining Examiner Seward.

Wilton Harvey Pollard, Huntsville, Ala.—Granted 100 watts on 1200 kc., sustaining Examiner Seward.

Navarro Broadcasting Ass'n, Corsicana, Tex. (J. C. West, president)—Granted 100 watts daytime on 1310 kc., sustaining Examiner Hill.

**WWJ DEDICATES**—The magnificent new $1,000,000 studio and transmitter plants of WWJ, Detroit, were formally dedicated during the week of Sept. 15 with special programs each evening, including Mel Wissman's dramatization of "Conquest", performances by Ethel Barrymore, Alexander Gray and John Blaine, and a rebroadcast from the *Queen Mary* at sea. Here are WWJ'S executives at the opening, left to right: Walter Hoffman, chief engineer; Herschell Hart, press relations; William J. Scripps, radio director, *Detroit News;* Wynn Wright, production manager; Easton C. Woolley, who on Sept. 15 became manager of WWJ, resigning from NBC station relations; Val Coffey, musical director; William E. Scripps, president, *Detroit News,* Mel Wissman, staff dramatist.

# Air-Press Freedom Tied, Says Sarnoff

## Television Here to Be Free, He Says After Trip Abroad

FREEDOM of the radio and progress in television were discussed by David Sarnoff, RCA president and NBC board chairman, speaking Sept. 22 before the *New York Herald-Tribune Institute* in its symposium on "The New Way of Living". Mr. Sarnoff had returned on the *Queen Mary* Sept. 21 from a several months visit in Europe during which he combined business and vacation, lending added significance to his observations.

"The fact that a great newspaper," he said, his remarks being broadcast over the NBC-Blue network, "and a nationwide network are cooperating in this symposium is highly significant. For it is well to remember that nowhere in the world where the press is enslaved is radio free; and, conversely, nowhere has the freedom of the air been abrogated and the press remained free. Their fate, and the fate of all free institutions, are one and inseparable."

Among the other broadcasts by the Institute were remote pickups of talks by President Roosevelt and Gov. Langdon, and personal appearances by the five candidates of the minor parties for the presidency. Mr. Sarnoff's speech was the only one, however, dealing with radio itself. He added:

### Freedom for the Eye

"I HAVE just returned from a European trip during which I witnessed the progress of television abroad. Several countries are making notable advances in developing this new radio art for practical service. While our problems are much more complex, in that we must serve a much larger area—and this in turn calls for the erection of many transmitting stations and a vast outlay of capital—I am confident nevertheless that the American public will one day find the radio waves bringing sight as well as sound through the air. Moreover, we shall do it here through private initiative instead of through government subsidy as is the case abroad. Freedom to see as well as to hear, by radio, will thus be preserved.

"While our engineers proceed with their solution of the technical problems of television, serious study is being given to the subject-matter of television programs, and the development of a new studio and program technique.

"Television hardly will be serving a useful function if it merely tries to ride upon the services now rendered by the sound studio. Television's true contribution will be to provide forms of education and entertainment primarily dependent upon a visual image, to which sound is a supplement. Along these lines television should ultimately offer an individual art and service to every home, paralleling but not replacing the art and service rendered by sound broadcasting."

A SURPRISE dinner for David Sarnoff, president of RCA, was given at the Ritz Hotel, New York Sept. 30, on the occasion of the official's 30th anniversary in radio, by executives of companies in the RCA family.

# Randall Directing All NBC Publicity

### Clay Morgan Lohr's Assistant; James Head of Sales Promotion

CULMINATING several months of planning, President Lenox R. Lohr of NBC announced Sept. 17 the consolidation of the NBC press, advertising and sales promotion departments in New York, with Wayne L. Randall, for several years manager of the press department, as director of the newly constituted publicity department. Mr. Randall will have direct supervision over these activities—a post he has held under temporary assignment as coordinator for the last several months.

Mr. Randall

Mr. Morgan

Simultaneously, it was announced that E. P. H. James will continue as advertising and sales promotion manager, with Vance Babb, formerly chief assistant to Mr. Randall, as manager of the press division. The advertising and sales promotion department heretofore has been a part of the sales department.

### Goodwill Activity

IT WAS also announced that Clay Morgan, former advertising manager of the French Line, who joins NBC Oct. 1, will be identified with the NBC executive staff. His capacity has not yet been defined, but it is understood that he will be contact man and "goodwill ambassador", spending much of his time away from New York in public relations work for the network.

Mr. James

Mr. Babb

Mr. Morgan later may become assistant to President Lohr on public relations matters, and it is understood that he will report direct to the NBC president from the outset.

Mr. Randall, a newspaperman, joined the network in 1931, resigning from his post as publicity manager of the Bell Syndicate. A native of Providence, R. I., he broke into newspaper work on the *Providence Journal* after graduation from Brown University. Afterward he served on the *Boston Herald* and *New York Press*, and then went to Baltimore in 1929 as advertising manager of the Fidelity & Deposit Co. of Maryland. Subsequently he served in a similar capacity with the Missouri State Life Insurance Co. in St. Louis. In 1924 he became editorial writer for the *New York Daily News*, and then joined Hearst as a managing editor, first on the *Boston Record* and then with the *New York Mirror*.

Mr. James joined NBC in 1927 upon its formation and organized its sales promotion department. He is well known in advertising and merchandising circles and the first textbook on the merchandising of radio campaigns was produced in 1930 under his supervision. He has given many talks and lectures on the subject and on other phases of broadcasting at advertising conventions, clubs and colleges.

Mr. Babb is a Columbia University graduate. From 1926 to 1930 he was on the *New York Times* editorial staff and then spent a year in the advertising department of the American Radio Co., writing magazine copy and radio continuity. He joined the NBC press department in the fall of 1931, and remained for nearly four years, resigning to become assistant publicity director of Benton & Bowles Inc. in 1935. He returned to NBC last May and since then was acting manager of the press department.

MUTUAL
WFIL

IN TWISTER'S MIDST—When word of a hurricane's approach was received, WFIL, Philadelphia, set up a news-gathering system by contacting a group of amateurs and organizing a shortwave network. As the storm swept northward a crew was sent to Atlantic City where it teamed with David Driscoll, of the WOR special events department. Here is the group on the end of the Steel Pier. Left to right are Frank Becker, chief engineer; Joe Connolly, special events; George Brasee, engineer; Al Stevens, announcer; Arnold Nygren, engineer, and Driscoll.

# RADIO IN THE HURRICANE

### WTAR and WPTF Spread Warning and Keep Public Informed as Staff Members Brave Storm

WHEN warnings went out Sept. 18 that a tropical hurricane was roaring toward the Atlantic Coast, stations along the Seaboard promptly informed listeners and then set about the task of keeping the public informed of storm developments. All commercial programs took back seats in affected areas as public service became the watchword.

Campbell Arnoux, manager of WTAR, Norfolk, Va., sent out the first warning over a remote control line at the Weather Bureau, where J. J. Murphy, chief meteorologist, explained that the Carribbean storm would strike within 24 hours.

The entire WTAR staff worked all night to set up emergency equipment in the Tidewater section and created a network of amateur and shortwave stations as far away as New York. J. L. Grether. chief engineer, and J. C. Peffer, his assistant, took charge of technical details.

Two programs were fed to NBC Sept. 19 during the storm, with Jeff Baker, new announcer, and Vaughn Bradshaw, production man, who had been in the studio all night, arranging the connection without a hitch although inexperienced in this type of work. A second program originated in Mr. Murphy's office.

WTAR dispatched radio reporters to danger points along the Coast. Bradshaw went to Ocean View, until forced out by rising water and winds. Ralph Hatcher headquartered at the Cavalier Hotel, Virginia Beach. Meantime militia, Red Cross and other relief organizations were mobilized by WTAR, which served as communications headquarters.

WPTF, Raleigh, N. C., sent crews into the hurricane area to broadcast eyewitness accounts. Manager Richard Mason was in charge of the first broadcast Sept. 18 from Ahoskie, N. C., with Carl Goerch, commentator, and Harry Hulick, technician, assisting. A second emergency crew consisted of Graham Poyner, production manager, and Willard Dean, remote engineer, which went to Norfolk and set up equipment in an office building.

WBT, Charlotte, sent a crew to the Coast and fed CBS with a description of the storm and wreckage. Grady Cole, newscaster, James Beloungy, chief engineer, Arthur Whitesides, announcer, and Cecil Carmichael, U.P. bureau manager at WBT, handled the assignment.

The first scheduled broadcast was missed at Rocky Point, N. C., when it was found that a temporary station had been set up at Beaufort, 25 miles away, instead of at Rocky Point due to confusion in orders given the telephone company. This mystery has not yet been solved. During the worst of the storm a program was piped from Edenton, N. C., 300 miles from Charlotte, and sent to New York for the CBS pickup.

WJSV, Washington, sent a crew to Norfolk and made pickups during the hurricane.

Floods in Texas, which devastated a wide area, found broadcasters ready for a public service job that recalled the notable service given by eastern stations in the floods last March. Heavy rainfall culminated in raging torrents that caused heavy damage in parts of the Southwest.

KGKL, San Angelo, was the only means of communication in that region. When the power failed, the power company supplied a small generating plant for shortwave transmission. Transmitter and equipment were not damaged. Several hundred San Angelo homes were washed away. The KGKL staff was on the job continuously for three days.

# Educators to Meet For Radio Session

### First National Conference to Be Held During December

THE problems of educational broadcasting will be discussed at the first National Conference on Educational Broadcasting to be held in Washington Dec. 10-12 under sponsorship of 16 national organizations in collaboration with the FCC and the U. S. Office of Education. The purpose of the conference is to set up a clearing house for information on latest technical and professional developments in the educational use of radio.

The program, according to C. S. Marsh, national secretary, will include such topics as schools of the air, radio music, speech and drama, religious broadcasts, forums on the air, organization of listening groups, radio workshops, broadcasting to schools, use of programs by colleges and universities, use of radio by libraries and museums, radio programs for children, problems of research in educational broadcasting, audience attitudes, educational broadcasting in other countries, organizing the community on behalf of a radio station, and related topics.

### Supporters of Movement

SPONSORING organizations were listed by Mr. Marsh as American Association for Adult Education, American Council on Education, American Farm Bureau Federation, General Federation of Women's Clubs, Jewish Welfare Board, International Council of Religious Education, Institute of Education by Radio, Institute of Radio Engineers, National Advisory Council on Radio in Education, National Association of Educational Broadcasters, National Catholic Educational Association, National Committee on Education by Radio, National Congress of Parents and Teachers, National Education Association, National Grange, Progressive Education Association, Women's National Radio Committee, and Workers Education Bureau of America.

He added that all organizations interested in radio as a social force, nationally or regionally, are invited to participate.

PRAIRIE FARMER
WLS

John Baker and WLS engineers (above) use the short-wave truck to good advantage on short notice broadcasts by remote control. The past month the truck has been used at both the Indiana and Illinois State Fairs, Lake County Farmers Picnic, Chicago Stockyards, Illinois Farm Sports Festival and numerous street broadcasts.

WLS was founded—has grown, and is building for the future on a platform of service to mid-west listeners. Part of the service consists of bringing "news in the making" to the WLS audience.

The WLS Short-Wave Mobile Broadcasting Unit is used to bring to the millions of homes in the mid-west, events of interest as they're taking place—such as state fair activities direct from the fair grounds—livestock markets from the great Chicago stockyards—interviews with famous people throughout the middle west.

Service such as this builds listener loyalty—and "advertising results follow listener loyalty."

# THE PRAIRIE FARMER STATION

## CHICAGO

**BURRIDGE D. BUTLER, President** **GLENN SNYDER, Manager**

National Representatives: John Blair & Co.

# WLS

XUM

# Merchandising of Grid Series Is Started on Extensive Basis

## Kellogg, Socony-Vacuum and Other Sponsors Promote Broadcasts; Additional Contests Contracted

WITH contracts for broadcasting of hundreds of college and professional football games already signed, sponsors are concentrating on merchandising campaigns as the grid season goes into full swing.

Some loose ends still remained to be disposed of as BROADCASTING went to press, a situation that naturally arose due to the unprecedented angling for football sponsorship rights. Typical of this condition was the position of Reynolds Benson, Columbia U athletic director, when informed that Atlantic Refining Co. had announced it would sponsor the Cornell-Columbia game Oct. 31, among other Cornell games. Mr. Benson indicated to BROADCASTING that Columbia had not sold sponsorship rights to Atlantic, although no announcement of sponsorship rights had been published.

A number of sponsors have been angling for rights to Columbia games. Princeton's schedule has also been sought for broadcasting but the university definitely decided not to permit sponsorship, thwarting the efforts of a number of agencies and advertisers to obtain exclusive rights.

Although Atlantic Refining had announced some weeks ago that it planned to broadcast University of Pennsylvania games, definite announcement of final agreement was not made until late in September. [See Atlantic Refining merchandising story on this page.]

### Invited to Listen

SOCONY-VACUUM OIL Co., New York, sent formal invitations to all Yale alumni living in New England to listen to Yale games if unable to attend in person. Spotlight ads are to appear in newspapers in all cities within the area of stations carrying Yale games for Socony, which paid John Shepard 3d $13,000 for New England rights to Yale games for broadcasting on Yankee Network. Socony also will broadcast two Brown games. Atlantic Refining had paid $10,000 for New York rights to six Yale games to be broadcast on WOR.

Socony also is using jumbo telegrams to be posted at all Socony stations in New England and boards in front of stations will carry announcements about the broadcasts. J. Sterling Getchell Inc., New York, is agency.

NBC and CBS are unofficially understood to have taken a position against allowing sponsorship of games on their networks and NBC, it is understood, will not allow sponsorship on its group of managed and owned stations.

N. W. Ayer & Son Inc., heading the football parade with more than 100 games booked for Atlantic Refining and a large number for Kellogg Co., Battle Creek cereal firm, employed Les Quailey, former aide to Ted Husing in CBS football broadcasts, to coach and supervise broadcasting of games for its clients.

Atlantic Refining is handling the following games, in addition to those announced in BROADCASTING Sept. 15 and Oct. 1: Lafayette-Pennsylvania game from WCAU to WEST, Easton, Pa.; W. & J.-Lafayette, Dickinson-Lafayette and Moravian-Lafayette on WEST; as well as Pennsylvania-Cornell; Georgia U games on WSB, Atlanta; eight Syracuse games on WSYR, Syracuse, WHAM, Rochester, WOKO, Albany, and WGR, Buffalo, and in some cases on New York State Network; Virginia U schedule replaced by group of other southern games, on Virginia Network plus WDBJ, Roanoke, and WRVA, Richmond; Pennsylvania games will be carried on WCAU, Philadelphia, with WOR added for the Penn-Yale and Pennsylvania-Penn State games; last minute additions also included Delaware games on WDEL, Wilmington.

Kellogg Co. has added WJR, Detroit, to its schedule of Michigan U games, originally slated only on WWJ. Five Notre Dame home games and several out-of-town games will be carried on WTAM, Cleveland. A daily quarter-hour sports series was planned on a Buffalo station for 10 weeks and in Syracuse Kellogg will broadcast five-minute news programs, thrice daily, six days a week on WSYR. Bill Corum will broadcast a Saturday resume on WOR. Ty Tyson is to announce Michigan games. Bill Cunningham is broadcasting a Friday night series for Kellogg on 14 Yankee stations for 13 weeks. He is sports writer of the *Boston Post.* Guest artists will appear on his program.

Kellogg is conducting a contest in New England [see page 82].

### General Mills on 55

GENERAL MILLS Inc., Minneapolis, is sponsoring on behalf of Wheaties a series of *Football Flashes*, presented for five, 10 or 15-minute periods on 55 stations throughout the country immediately preceding the broadcasts of major football games.

This campaign will not infringe on whatever sponsorship through which the game may be broadcast. In fact, the closing sentences of the General Mills continuity, according to present plans, may often call attention to the fact that immediately following the Wheaties program will come the play-by-play description of the game, as broadcast through the courtesy of the sponsor, who will be named. In a further effort to keep from capitalizing on the play-by-play broadcast, no General Mills program will be scheduled before any game sponsored by a competitive account.

**HUSING ON FOOTBALL**—Ted Husing, ace CBS football reporter, has 80 "string correspondents" at as many colleges and universities reporting to him regularly for his *Ted Husing Sportcasts* sponsored by Atlantic Refining Co. which started on CBS Sept. 29, Tuesdays, Thursdays and Saturdays, 7:15-7:30 p. m. In addition, he started covering Saturday games with the Duke-Colgate contest Sept. 26, introducing his new microphone assistant Jimmy Dolan, who succeeded Les Quailey, former teammate of Husing and Dolan when thev played football for the old Paulist Athletic Club. Mr. Quailey is now supervising the various national, local and regional sports broadcasts being sponsored by Atlantic Refining Co.

Sports writers or commentators from local newspapers, many of whom have handled Wheaties baseball broadcasts in the past, will in most cases handle the *Football Flashes.* Simons-Michelson Co., Detroit, is placing the campaign.

Dodge Dealers of Minnesota and St. Paul are sponsoring Minnesota U games on KSTP, St. Paul, the dealers raising half the necessary amount and the manufacturer then contributing the other half. Eight games are included in the schedule, to be announced by Halsey Hall.

Dodge Dealers in the New York area are sponsoring nine games of the New York Giants professional time, mostly on Sundays, on WOR.

Wadhams Oil Co., Milwaukee, has expanded its original grid schedule to include a statewide network keyed from WISN. Stations are WIBA, Madison; WTAQ, Green Bay; WKBH, La Crosse; WLBL, Stevens Point; WHA, Madison. Nine games are on the schedule of Wisconsin U and Marquette U contests, with Alan Hale announcing, assisted by Bill Walker.

Duquesne Brewing Co., Pittsburgh, is sponsoring Al Abrams in football predictions on WWSW, Pittsburgh, Friday evenings.

National Life & Accident Insurance Co., owner of WSM, on Oct. 2 starts *Tomorrow's Winners* on that station, with well-known sports writers scheduled to participate. Jack Harris, WSM sports announcer, will work with guest speakers and tie sports predictions with predictions of hit tunes.

Maytag Co., Newton, Ia. (washing machines) is sponsoring Iowa State games on WHO, Des Moines, with Dutch Reagan at the microphone.

Cities Service Co., New York, has returned Grantland Rice to its NBC-Red series Friday nights for the fourth consecutive year to give football forecasts.

Elgin National Watch Co., Chicago is sponsoring *Elgin Football Review* on CBS, Saturday, 8:30-9 p. m., starting Oct. 3, with Ed Thorgensen interviewing coaches and reviewing games. J. Walter Thompson Co., Chicago, is agency.

Notre Dame allows commercial sponsorship of its games on a non-exclusive basis and refuses to accept payment for them, according to Rev. John F. O'Hara, president. Beer and liquor sponsorships are not permitted, said Father O'Hara, who added that large sums had been offered the university for exclusive broadcast privileges.

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## Oshkosh Overall Spots

OSHKOSH OVERALL Co., Oshkosh, Wis., starts a spot campaign on Oct. 5, using hillbilly talent for a quarter-hour in the early morning six days a week on WLS, WHO and WCCO and three days a week on WLW, and a six-a-week early morning 15-minute news period on WNAX. Ruthrauff & Ryan Inc., Chicago, is the agency.

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# ATLANTIC AND ITS FOOTBALL

## Promotion Tactics of All Sorts Whipped Into a Concentrated Campaign to Draw Audiences

By JOSEPH R. ROLLINS

Adv. Mgr., Atlantic Refining Co.

Mr. Rollins

COMBINING the nation's greatest football radio show and an intensive advertising and promotional campaign, Atlantic Refining Co., Philadelphia, has launched its Fall sales campaign.

More than 100 collegiate football games will be broadcast over the largest independent radio chain ever organized by a commercial concern. In addition to the football schedule, CBS will carry a three day a week, 15-minute program featuring Ted Husing in a sports program. These spots will be heard every Tuesday, Thursday and Saturday at 7:15 p. m.

Believing that radio alone is not sufficient to carry a complete sales campaign, Atlantic has backed up its air shows with promotional material directed at the consumer, dealers and prospects. In support of the big radio appropriation, an equally generous newspaper and billboard allotment has been made to keep the consumer informed of the oil company's radio and football activities.

Starting the lineup, 80, 95 and 92-inch advertisements were placed in towns where stations carrying the programs are located. This space covered the radio picture completely. Readers were advised of the play-by-play descriptions of the football games. Ted Husing came in for his share of space. The well-known *Atlantic Football Forecast*, a sheet covering 400 major colleges and universities, giving the mathematical position of each football team, thereby indicating probable winners, was also played up. This piece is distributed to dealers only.

The only promotion in the newspaper copy concerning the company's products is a box calling attention to the much-publicized

(*Continued on page 73*)

# Radio Facts Confute the Get-Rich-Quick Idea

FROM every side these days, we hear that the way to get rich quickest is to get into radio. Tall yarns about how broadcasters are "coining money" can be heard, it seems, from everyone associated with the business—except from the majority of the broadcasters themselves.

It's time, we think, to appraise this business of broadcasting and find out just how much of a bed of roses it is.

Until three years ago, everyone will agree, there was very little in the way of net profit for radio as an industry. In 1931, the old Radio Commission made a financial survey of the then 585 stations and found that as a whole broadcasting was losing money. The conclusion, based on station reports, was that perhaps one-half were operating with a profit, but that those which lost money more than offset the black ink.

In 1933 broadcasting began to develop, commercial operations improved, and the number of profit-making stations increased. Today, we understand, all but the outer fringe of America's 630 stations are showing profits, with some in larger cities earning rather substantial returns

Thus, if you start your calculations from last year or this year, the picture is quite rosy. So it is, also, in the steel, automotive and newspaper business and in industry generally.

* * *

BUT LET US look more closely into the broadcasting structure. Consider not alone the investment of stations in equipment, studios, music, personnel. Consider those lean years of operation since 1923 and 1924 while the industry was being built, often at great losses, to the point where it could earn a profit. Then add the hazard factor in station operation to those investments, and consider that every station holds only a six-month license which might be terminated at the whim of the licensing authority.

In what other industry does such a hazard as this exist: Where a station operating efficiently in the "public interest" can be called to Washington and at great expense be forced to defend itself against an application by someone else for his facilities simply because present regulations allow any and all such applications; or where a station operator can be hailed to a hearing because someone somewhere filed a "complaint" against the station?

* * *

THEN THERE is the spectre of the copyright owner, symbolized by the American Society of Authors, Composers & Publishers, now taking 5% of a station's gross receipts for giving it the right to perform certain music. There is nothing in the law to prevent ASCAP from charging five times that amount. Four or five other copyright groups are exacting tribute from broadcasters in lesser amounts because the risk is too great to refuse them. Even now the broadcasters have snapping at their heels two newly-formed performing groups who want to collect royalties on the playing of phonograph records.

The peculiar position of the broadcaster with respect to investment and license obligations has baffled many a business executive. It is next to impossible for a broadcaster to calculate whether his investments in transmitter, antenna, studios and other plant equipment will "stand up" for any given period of years. He is confronted constantly with advances in radio technique. He must keep in step. Equipment in use, even if only a year or two old, often is relegated to the scrapheap.

* * *

TODAY serious consideration is being given to superpower of 500,000 watts. Along with this, regional stations want to go from 1,000 to 5,000 watts, and locals from 100 to 500 watts. All down the line this would entail the replacement of present equipment, if approved, and would mean basic new investments in broadcasting. One station cannot allow its competitor to outdistance it in quality of equipment or power. In perhaps half of the stations of the country today, the equipment now in use has not yet been written off or amortized.

In no industry does there exist a greater obsolescence factor. In no other business enterprise must an owner keep a more watchful eye on technical, economic and regulatory developments. And perhaps in no business is future planning more difficult.

The newspaper industry is possibly most directly comparable to radio. Yet when a publisher invests in printing presses or linotypes, he doesn't have to worry about obsolescence. He has no bother with a Federal agency ordering him to install new equipment. He does not fear a call to Washington to defend his right to continue publishing because someone covets his property. He can tend to his local knitting by keeping pace only with editorial and management and competitive problems.

* * *

THE BROADCASTER, however, always has "tomorrow" to conjure with. He realizes he is destined to become the "television broadcaster" of the not far distant future. Confronting him, just as in the history of sound broadcasting, is a lean period of development and planning and experimentation during which he will receive no monetary return. He must figure on investing thousands in visual radio before he realizes a profit. He must have an adequate financial reserve ready when the day arrives. Possibly it will be facsimile first; there it would be identical.

Granted radio today is on the right side of the ledger, generally speaking. But if the books were audited over the years since broadcasting began, we feel certain there would be red ink smears aplenty. So to those Wallingfords who see in broadcasting a dollar profit for a dime investment, we commend a little delving into the past and a peep into the future.

## Daniel and Mulloy Leave WBAL for New Positions

Mr. Daniel

EFFECTIVE Oct. 1, Jules P. Daniel, resigned his post as sales manager of WBAL, Baltimore, to become account executive in the Baltimore office of United States Advertising Corp. Simultaneously, Frank Mulloy, publicity director of WBAL, announced he was leaving as of Oct. 2 to join WBAX, Wilkes-Barre, Pa., in an executive capacity.

Mr. Daniel joined WBAL in January of last year, resigning as space buyer for Joseph Katz Co., Baltimore agency, to accept the post. Prior to that he was account executive for E. T. Howard Co., New York agency, for 12 years.

Mr. Mulloy had joined WBAL at the same time, having been transferred from a similar post with WCAE, Pittsburgh, also a Hearst-owned station.

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ROBERT FELDMAN, vice president of WNEW, Newark, spent the summer at a nudist colony, according to the station's publicity department.

## *Nationwide Promotion Drive for Films At Stations' Card Rates Is Proposed*

TENTATIVE PLANS whereby motion picture exhibitors throughout the country would utilize their local stations for advertising purposes at station card rates were discussed in detail Sept. 17 at a conference between James W. Baldwin, NAB managing director, and Martin Gosch, newly appointed radio director of Warner Bros., motion picture producers and exhibitors.

The conference was arranged following the sending of a questionnaire by Mr. Gosch to stations with respect to widespread use of radio by Warner Bros. exhibitors. Mr. Baldwin in a notice to his membership on Sept. 10 had branded the questionnaire as "not unlike other propositions" submitted to stations of a character that indicated "free offering".

Following the conference, Mr. Baldwin said he saw the possibility of development of motion picture exhibitors as substantial radio advertisers. He declared the conversation with Mr. Gosch was satisfactory in that it looked toward formulation of such a cooperative plan.

It is likely, Mr. Baldwin asserted, that through the NAB, a promotional effort among motion picture exhibitors in every city in the country in which an NAB member is located, will be undertaken. It probably will have as its objective, he declared, definite use of station facilities by such exhibitors with a view to promotion of local motion picture attractions.

Mr. Gosch became radio director of Warner Bros. last month, with headquarters in New York. His duties were to include handling of network and agency tie-ups with radio programs utilizing Warner stars and music, spot campaigns and music "plugs" to exploit Warner pictures.

His first effort was in the transcription line and began with the sending out of the questionnaire last month to stations to procure their reactions. Mr. Gosch said he felt motion picture exhibitors are in the same position today as newspaper publishers were years ago and must be educated to the advantages of radio. He added he hoped to develop from the questionnaire means of informing exhibitors how best they can spend a portion of their advertising budget on radio.

Mr. Baldwin declared that the NAB is determined to stamp out, so far as possible, all "per inquiry" or free offers. In the past, he said, motion picture companies have been among the chief offenders along this line. He declared he was hopeful that as a result of the conference with Mr. Gosch bona fide business which will benefit both the motion pictures and broadcasting will result.

## Roi Tan Cigar Series

AMERICAN TOBACCO Co., New York (Roi Tan cigars) is resuming spot radio on some 50 stations in all sections of the country except the Northeast. The campaign this fall is similar to last season's spot schedule except for the addition of West Coast stations. Sports, new broadcasts, and straight live announcements comprise the schedule, including Bob Newhall in a sports program on WLW, Cincinnati. Lawrence Gumbinner Adv. Agency, New York, has the account.

## Mrs. India R. Sykes

MRS. INDIA R. SYKES, mother of Chairman E. O. Sykes of the FCC Broadcast Division, died Sept. 13 at her home in Aberdeen, Miss. She was 84. Judge Sykes was at her bedside.

XUM

# HARVEST TIME

Spot broadcasters using these stations have sown the seeds of successful selling and now it is harvest time.

Well planned schedules have effectively cultivated their markets. Now it is their time to reap.

*Spot Broadcasting produces bumper crops — quickly.* Now is a good time to start planting — on these great stations.

Then watch sales grow.

| | | |
|---|---|---|
| **WSB** | Atlanta | **NBC** |
| **WFBR** | Baltimore | **NBC** |
| **WAAB** | Boston | **MBS** |
| **WNAC** | Boston | **NBC** |
| **WICC** | Bridgeport<br>New Haven | **CBS** |
| **WBEN** | Buffalo | **NBC** |
| **WGAR** | Cleveland | **NBC** |
| **WFAA** | Dallas | **NBC** |
| **WBAP** | Fort Worth | **NBC** |
| **WJR** | Detroit | **CBS** |
| **KPRC** | Houston | **NBC** |
| **WFBM** | Indianapolis | **CBS** |
| **WDAF** | Kansas City | **NBC** |
| **KFI**<br>**KECA** | Los Angeles | **NBC** |
| **WHAS** | Louisville | **CBS** |
| **WLLH** | Lowell | **YN** |
| **WTMJ** | Milwaukee | **NBC** |
| **WSM** | Nashville | **NBC** |
| **WSMB** | New Orleans | **NBC** |
| **WTAR** | Norfolk | **NBC** |
| **WFIL** | Philadelphia | **NBC** |
| **KGW**<br>**KEX** | Portland | **NBC** |
| **WEAN** | Providence | **CBS** |
| **KSL** | Salt Lake City | **CBS** |
| **WOAI** | San Antonio | **NBC** |
| **KOMO**<br>**KJR** | Seattle | **NBC** |
| **KHQ**<br>**KGA** | Spokane | **NBC** |
| **WMAS** | Springfield | **CBS** |
| **KVOO** | Tulsa | **NBC** |
| **KFH** | Wichita | **CBS** |

**Also**

**The YANKEE NETWORK**
**The COLONIAL NETWORK**
**TEXAS QUALITY NETWORK**
**The NORTHWEST TRIANGLE**

Represented throughout the United States by

**EDWARD PETRY & COMPANY, INC.**

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

## R. G. Dun Radio Series Is Renewed in Midwest; San Felice Plans Drive

CARRYING through the summer for the first year with excellent results, the *R. G. Dun Big Broadcast* variety program being staged before regular paid audiences at the Riviera Theater, Detroit, and carried by WXYZ and the Michigan Network Thursdays, 9-9:30 p. m., has been renewed through S. M. Epstein Co., Detroit agency. Sponsor is the Bernard Schwartz Cigar Co., Detroit, and producer of the show is Bruce Beemer, WXYZ.

The show has also been piped to WSPD, Toledo, and WGAR, Cleveland, but it is now planned to produce special local shows in those cities. Tentatively, it is contemplated to rotate a show in 15 theaters in Cleveland and carry it over WGAR weekly. In addition, the sponsor this autumn and winter will use spot announcements on various stations.

Deisel - Wemmer - Gilbert Corp., Lima, O. (San Felice cigars), which is also the parent company for Schwartz, through the Epstein agency, is planning a new radio campaign, using news and sports on various midwestern stations. Last spring it used a list of 62 stations.

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WILLIAM FRED SHARPLES, Los Angeles radio broker, late in September filed petition of voluntary bankruptcy, with assets of $100 and liabilities of $19,561.

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# CALIFORNIA HAS EVERYTHING

## Including Chiselers, But Stations Will High-hat Those whose Offices Are Under a Hat

By OWENS V. DRESDEN

President, So. Cal. Ass'n of Broadcasters
Manager, KHJ, Los Angeles

Mr. Dresden

CALIFORNIA has success, health, contentment and wealth, radio stations, an Association of Broadcasters, AND chiselers — and is justly proud of everything but the latter, who, says the Southern California Association of Broadcasters, are going to be eliminated so far as the radio business is concerned.

The radio business in Southern California is very good. As a matter of fact, it's terrific. And the chiseler might say that now that business is good, the stations are getting a little cocky. Such is not the case. The broadcasters feel that radio has come into its own, and as such should be operated on a good, clean, ethical basis.

Undoubtedly, there have been times in every station manager's life, when he accepted a dollar, not being too particular where it came from—possibly to pay Mr. ASCAP, or buy that new transmitter, or finance that hurried trip to Washington. However, radio in Southern California is beyond that stage.

We have in Southern California a number of boys who don't wear hats. However, the chiselers are not among them, because they have to wear a hat; otherwise, they would have no office.

There is no need of listing the type of accounts who employ chiselers to act as advertising agencies, because undoubtedly all station managers are familiar with them. The Southern California Association of Broadcasters is having a meeting to determine who shall and who shall not be recognized as an agency and receive the 15%; only duly accredited agencies, operating as such, can expect to receive agency recognition from stations comprising this Association.

There will be some fireworks and considerable smoke, but fireworks don't last long and smoke clears away quickly under the influence of Southern California's balmy breezes. And the broadcasters feel that Southern California will not only be a better place in which to live but a better place in which to do business so far as radio is concerned.

But that isn't all. The stations have rate cards, and the printers have been paid, and the broadcasters arrived logically at the conclusion that these rate cards should be adhered to, and, so help the broadcasters, they will be—which means that national and local accounts using the facilities of the stations in Southern California can devote their entire appropriation to advertising and not withhold any part of it to pay the G-men to find out how many times the regular rate they are paying, or if it goes on, et cetera.

Radio stations of Southern California are soliciting good, clean, ethical business from all over the world, and the Association of Broadcasters, whose membership includes all stations in this area, guarantees the handling of this business in a manner beyond reproach, both from agency's and advertiser's viewpoint.

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## National Life Sponsors Series on Pacific Coast

EXTENDING its use of radio to the West Coast, National Life & Accident Insurance Co. Inc., on Sept. 22 began sponsorship of Ben Sweetland, as *The Friendly Counsellor*, five quarter-hours weekly on KHJ, Los Angeles, through C. Ellsworth Wylie Co., Los Angeles agency. Simultaneously, Ed Kirby, National Life sales promotion manager, announced that the Wylie company will handle its advertising west of the Rockies, with C. P. Clark Inc., of Nashville, continuing to handle the account throughout the nation east of the Rockies.

National Life owns and operates WSM, Nashville, and utilizes the station extensively for promotion of its insurance business. Mr. Kirby said a new series of company-sponsored programs over other stations will be announced shortly. Mr. Wylie, head of the Los Angeles agency, is the former general manager of Don Lee Broadcasting System.

Don't TAKE CHANCES

Don't take a chance on uncertain, unreliable mediums of advertising, when you can be sure of the results from a campaign with KWK in St. Louis. We have never failed to show our clients an excellent return on their advertising investment, and now with our new 5,000-watt transmitter — one of the newest and finest in the country—we expect to show even greater results. Why not get in touch with us or our representative and learn the facts?

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

Representative
PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KWK

*At the* **TOP** 550 *in San Antonio*

# ALWAYS has been . . .

# EXTRA!!!

# KTSA'S

**NEW 5000 WATT TRANSMITTER HITS THE AIR OCTOBER FOURTH**

**SAME RATES**

# is NEWS!!!

**KTSA**
**SAN ANTONIO, TEXAS**

NATIONAL REPRESENTATIVE: HEARST RADIO · NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

## PROMOTION TIEUPS FOR OBOY BREAD

MERCHANDISING done up in deluxe fashion has been devised by Freitag Adv. Agency, Atlanta, for bakeries in the Southeast which are marketing OBoy bread in that market. Display and promotion material are sent to grocers in a striking portfolio 13x18 inches in size, bound with a cutout cover depicting a theatre and screen.

The series, titled *Highlights of Hollywood*, consists of studio programs on 15 stations, five a week for 13 weeks. Continuity is supplied by *Modern Screen* magazine, which has a letter to the sponsors and a cover from a copy of its October issue in the portfolio, and gets a credit on the program.

Among other items in the portfolio are: Tune-in time table; colored window poster with photos of movie stars; sample of outsert on all OBoy bread; copy of insert for cakes; flashing window strips with photos of movie stars; copies of autographed 8x10 photos of movie stars, being given to listeners; reproduction of some of the spotlight advertising; instructions on how to use all the merchandising material.

Stations in the campaign are WBIG, WSB, WCSC, WBT, WCHV, WIS, WMFJ, WRUF, WFBC, WSVA, WMBR, WQAM, WDBO, WTOC, WDAE.

WBIG included the following steps in its OBoy merchandising: Letter to 1,500 grocery outlets; contacting larger grocer accounts for local bakery plant manager; having young lady call up 25 prominent housewives each morning for first week; putting up 150 window posters and streamers; having director of station attend meeting of bakery salesmen to explain program and give audition; newspaper publicity stories; 35-word buildup announcements on its *Spotlight* program.

"RAINBOW'S END"—It was during that program, piped from KOIN, Portland, Ore., to CBS, that one of the enormous watermelons shipped by Harold Hough, manager of WBAP, Fort Worth, and treasurer of NAB, arrived in Portland—in it was indeed the end of the rainbow for the melon. Several hundred leading figures in radio and advertising circles throughout the country also received the famous "Hired Hand's" token via express. Here are the cast gathered around C. W. Myers, operator of KOIN and NAB president (center) to enjoy the feast. Left to right are: James Riddell, Cecil Teague, Ivan Jones, Johnny Walker, Dorothy Rolfness, Milton Wood, Ed Secour, Virginia LaRae, Joseph Sampietro, Iris Oakley, Gale Young and Alfred Leu.

### Dick Tracy Renewed

STERLING PRODUCTS Inc., New York (California Syrup of Figs) through Stack-Goble Adv. Agency, New York, Sept. 28 renewed for 13 weeks Dick Tracy WBS quarter-hour transcriptions on 20 stations, Mondays through Thursdays.

### Peruna Expands

DRUG TRADE PRODUCTS, Chicago (Peruna, Kolor Bak) has signed up for five evening half-hours a week on WWVA, Wheeling; five more evening half-hours a week on WIBW, Topeka; a total of six hours of evening time a week on CFRB, Toronto; and has increased its WOR schedule from one to three half-hours weekly. Live talent of the hill-billy type, which this sponsor is already using so effectively in other cities, will supply entertainment. Benson & Dall, Chicago, is the agency.

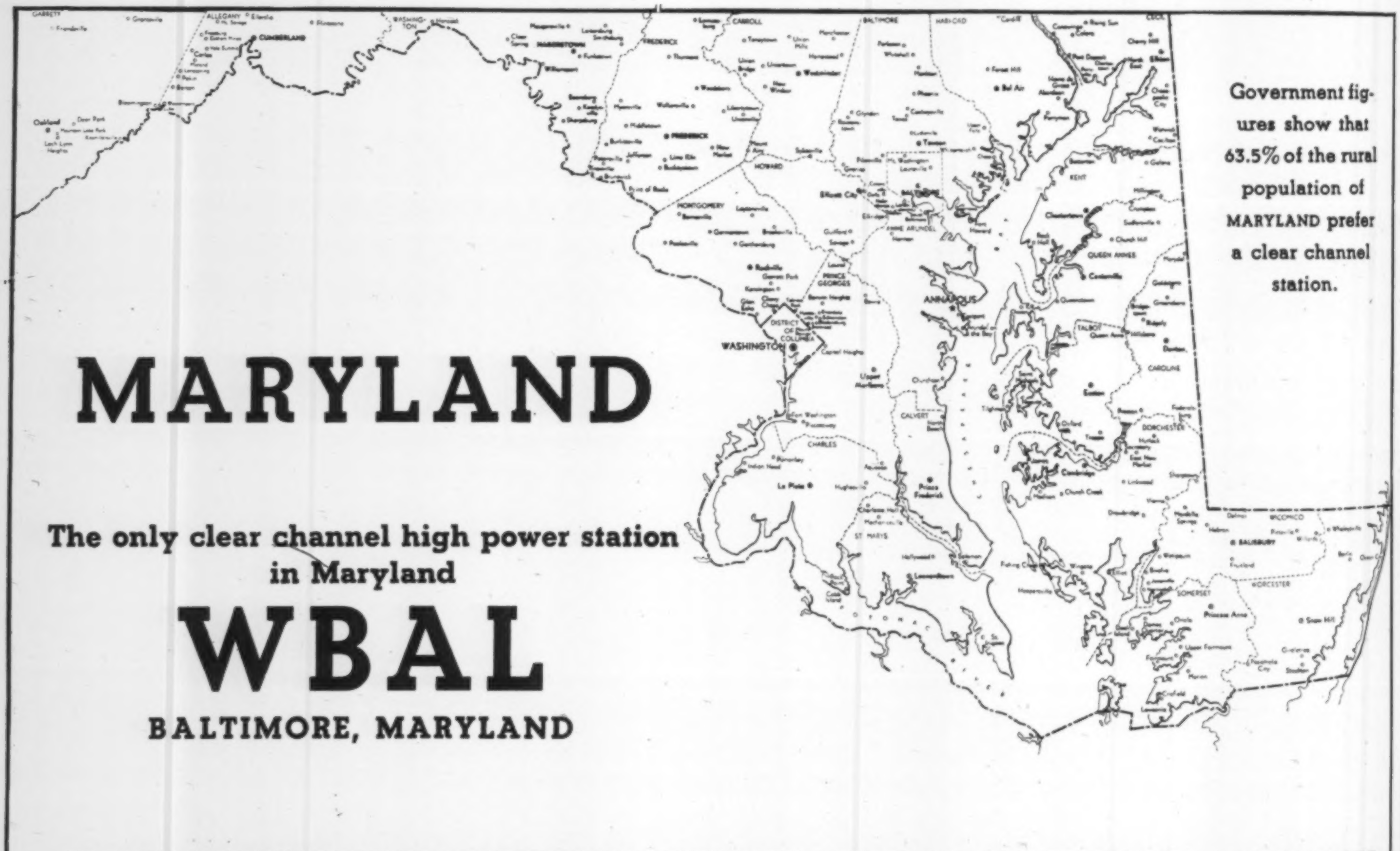
## Fresh Milk Association Starts Cooperative Drive

PHILADELPHIA Dairy Council, Detroit Dairy & Food Council and Milk Foundation Inc., Chicago, under the name of the fresh milk trade association, Fresh Milk Industry, Chicago, on Sept. 27 began a cooperative campaign on three Mutual stations (WGN, CKLW, WFIL), Sundays, 6:30-7 p. m.

The program is designed to increase the consumption of fresh milk in those cities. More dairy firms are expected to participate in the cooperative radio effort. The program is a musical featuring Bob Trendler's orchestra, and Wayne Van Dyne and Gina Vanna, vocalists. The account is signed for 52 weeks and was placed by Aubrey, Moore & Wallace Inc., Chicago.

### Agency Man Buys KVL

SALE of KVL, Seattle, time-sharing 100-watt station on 1370 kc., to Howard J. Ryan, president of H. J. Ryan & Associates, Seattle advertising agency, subject to FCC approval, was disclosed in an application filed Sept. 16 with the FCC. Mr. Ryan would purchase the interests of Arthur C. Dailey and E. F. Dailey, Seattle attorneys, and Mary C. Dailey, of Everett, Wash., each owning one-third of the stock in KVL Inc. He would quit his agency, his application states, and take over active management of the station. Mr. Ryan also is vice president of East Point Oysters Inc., a concern engaged in the farming of oysters at Blanchard, Wash.



Government figures show that 63.5% of the rural population of MARYLAND prefer a clear channel station.

MARYLAND

The only clear channel high power station in Maryland

WBAL

BALTIMORE, MARYLAND

NATIONAL REPRESENTATIVE: HEARST RADIO · NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

MAP © HAGSTROM CO.

Transamerican offers a sound radio plan free of all the wastes and extravagances of inexperience. It is based strictly on a sane sense of values.

To those advertisers who have been unable to make the most of their radio opportunities, Transamerican offers the services of the most thoroughly experienced and successful men in the broadcasting industry. They have managed thousands of successful radio campaigns. They know the "inside" of radio. You cannot discuss radio broadcasting with a more able organization.

## Transamerican Broadcasting and Television Corporation

**John L. Clark, President**

New York
521 Fifth Avenue
MUrray Hill 6-2370

Chicago
333 North Michigan Avenue
STAte 0366

## Compromise Puts *Court* On Both NBC, Inter-City

A COMPROMISE on dual network sponsorship of the *Good Will Court*, originated by WMCA and conducted by its ace announcer, A. L. Alexander, was reached with NBC, the sponsor and the agency Sept. 18 to the satisfaction of WMCA, which owned rights to the show, according to Donald Flamm, WMCA president. The program started Sept. 20 on NBC-Red, 8-9 p. m. (EDST) under sponsorship of Chase & Sanborn, taking the place of the *Maj. Bowes Amateur Hour* now on CBS Thursday nights. That night WMCA and the Inter-City Group carried the same program under the same sponsorship an hour later. Starting Sept. 23, the series went to the Wednesday 10-11 p. m. period on WMCA and Inter-City, and is now continuing on that period. Thus Chase & Sanborn is sponsoring both the Sunday night program on NBC-Red and the Wednesday night program on WMCA-Inter-City. J. Walter Thompson Co., New York, handles the account.

## Smith Bros. to Return

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops & syrup), on Nov. 15 returns to the air with its regular fall radio campaign over 26 NBC-Red network stations, Sundays, 1:30-2 p. m. The program is contracted for 20 weeks and will have Gus Haenchen's orchestra and soloists. No program title has been announced. Brown & Tarcher Inc., New York, placed the account.

## RATES--LOCAL OR NATIONAL

### NAB President Myers Urges Uniformity by Stations in Classifying Various Types of Accounts

Mr. Feltis

Mr. Free

ESTABLISHMENT of definite policies by broadcasting stations in determining what accounts qualify for particular types of rates should be undertaken at once, in the opinion of C. W. Myers, NAB president, and head of KOIN-KALE, Portland, Ore.

In an "interview" arranged by H. M. Feltis, commercial manager of KOMO-KJR, Seattle, and James L. Free, president of Free & Sleininger Inc., station representatives, who was in Portland last month, commercial policies and practices of stations were discussed pro and con. President Myers said one of the first projects to be attempted by the Sales Managers' Division of the NAB, formed at the last convention, should be that of determination of accounts qualifying for local or national rates. Now, he added, each station uses its own judgment and agencies are continually at a loss as to the conditions in different markets.

Mr. Free, however, declared that regardless of what the policy is to be, it should be uniform throughout the industry and maintained by all stations. He indicated also that this was one of the most serious rate questions faced by exclusive station representatives.

### Agency Recognition

THE QUESTION of recognition of local agencies by payment of commission on local rates also was discussed, although no concrete opinion developed on the subject. Mr. Free said there should be only one rate for all accounts, eliminating entirely the differential. He pointed out that this would take care of the agency recognition problem as well as the national-local rate controversy.

Mr. Myers said the regional meeting plan of the Sales Managers' Division — where commercial managers in regional markets meet to discuss their mutual problems—is valuable for the industry. On this score Mr. Feltis, an organizer of the Sales Managers Group, pointed out that commercial managers of the Northwest triangle NBC stations have been meeting for the last three years, and that as a result of these associations the establishment of uniform policies has been developed in Spokane, Portland and Seattle.

NOV. 16-18 inclusive has been set as the dates for the annual IRE-RMA joint convention for receiver and tube design engineers at the Sagamore Hotel, Rochester.

## Mid-Continent Discs

MID-CONTINENT PETROLEUM Corp., Tulsa, Okla. (D-X Gasoline), the last week in September launched a spot campaign of 78 quarter-hour transcriptions three evenings a week on 24 stations. Program, *Diamond City News*, is a comedy dramatic serial of newspaper life, starring Tom Collins who is also coauthor of the scripts with Jim McQueeny, and was cast and produced by Fran Heiser, program director of KMBC, and transcribed at the WBS Chicago studios. The program is being merchandised to D-X dealers and gas station attendants and copies of an 8-page tabloid newspaper, "Diamond City News", will be distributed to motorists through D-X stations. R. J. Potts & Co., Kansas City, is agency for the account. Programs will be broadcast by the following stations: WHDF, WMT, WGN, KGGF, KFRU, WHO, WJR, WEBC, WGBF, KFPW, WOWO, WIRE, KMBC, WHAS, WTMJ, KSTP, WKY, KOIL, KFAB, KSOO, KGBX, KSD, WBOW, and KTUL.

## Trio Buying WMFR

ASSIGNMENT of the license of WMFR, High Point, N. C., a 100-watt daytime station on 1200 kc., from J. A. Hart and Wayne M. Nelson to a new corporation headed by Mr. Nelson, as 56% stockholder, is sought in an application filed with the FCC. Mr. Nelson is manager of WMFR. E. Z. Jones, commercial manager, would acquire 10% of the stock, and H. M. Draper, general manager of the Coca Cola Bottling Co., Greensboro, N. C., would acquire 34%.

*Announcing the Affiliation of*

WCOL

COLUMBUS, OHIO

*with the*

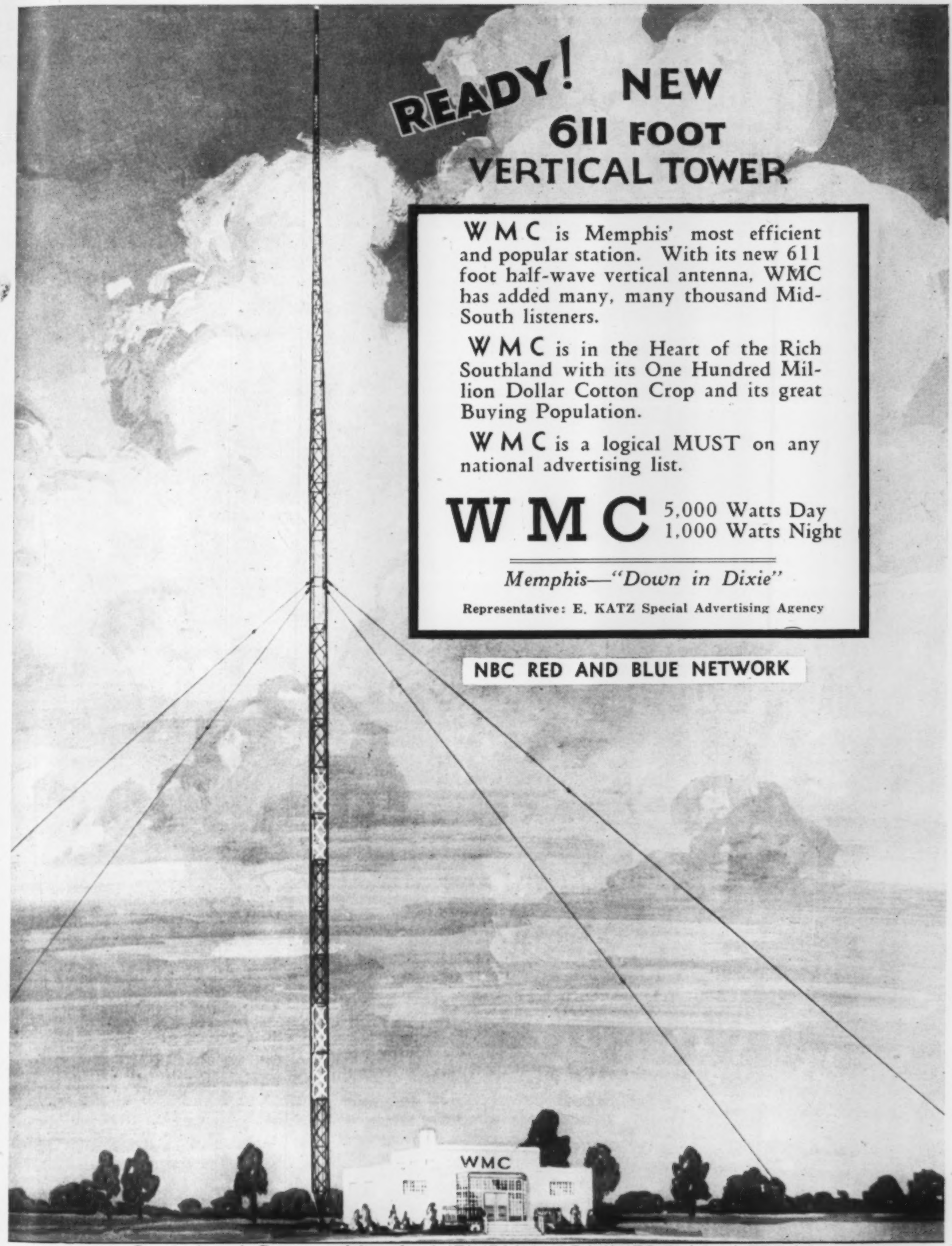
National Broadcasting Company

★

With high fidelity equipment throughout and a location in the heart of the 4th market of the United States in wealth and population, WCOL delivers NBC to a large, able-to-buy audience, with faultless quality.

WCOL

KENNETH JOHNSTON *Executive Manager* • ROBERT THOMPSON *General Manager* • ALBERT H. KELLY *Commercial Manager*



## READY! NEW 611 FOOT VERTICAL TOWER

**WMC** is Memphis' most efficient and popular station. With its new 611 foot half-wave vertical antenna, WMC has added many, many thousand Mid-South listeners.

**WMC** is in the Heart of the Rich Southland with its One Hundred Million Dollar Cotton Crop and its great Buying Population.

**WMC** is a logical MUST on any national advertising list.

**WMC** 5,000 Watts Day
1,000 Watts Night

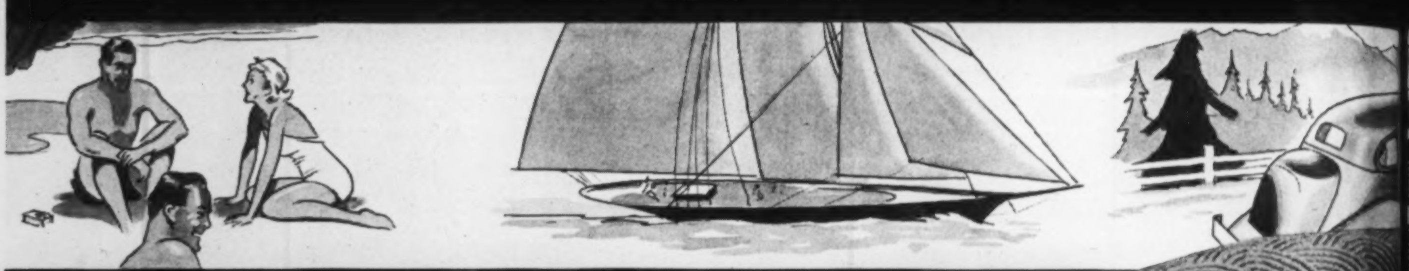
*Memphis—"Down in Dixie"*

**Representative: E. KATZ Special Advertising Agency**

**NBC RED AND BLUE NETWORK**

Owned and Operated by the MEMPHIS COMMERCIAL APPEAL
"The South's Greatest Newspaper"

# THE PHANTO

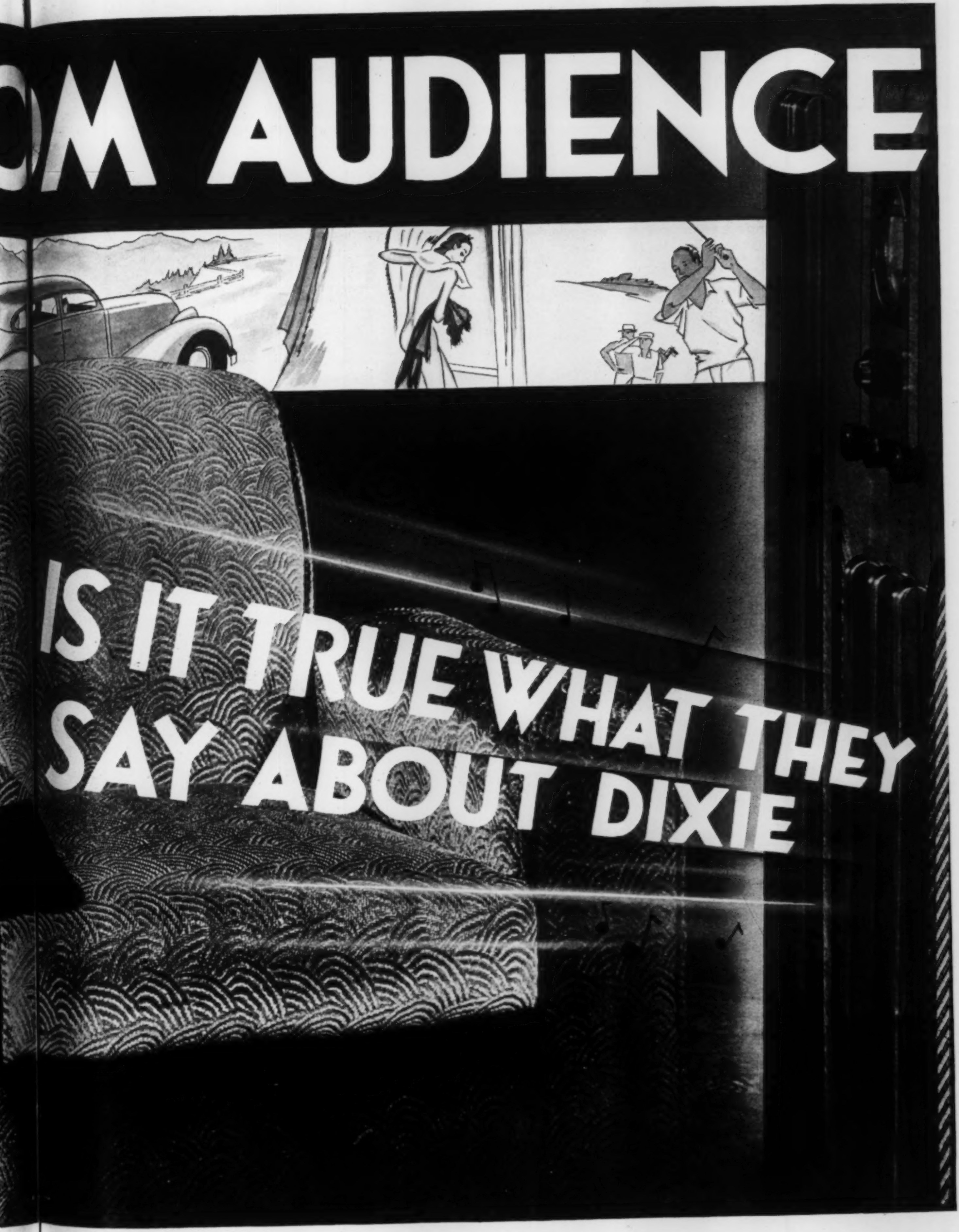


● **If *nighttime* is *righttime* for your Eastern radio program ... it probably gets to California in the *daytime*. The good earth revolves and the sun sets three to four hours *later* in the Western Sea than it does behind the Hudson Palisades. That's *tragic* for chain advertisers who need the *pressure* of nighttime California coverage. Tragic, because *daytime* is *playtime* in California. And it's harder to do a *whole* job with *half* an audience ... We produce *nighttime* programs for smart Eastern advertisers who want to cover California *at nighttime* and at its best. We release these programs at the *righttime*, when stomachs are full, pocketbooks are full and chairs are *not empty*.**

## DON LEE
## *Golden Group*

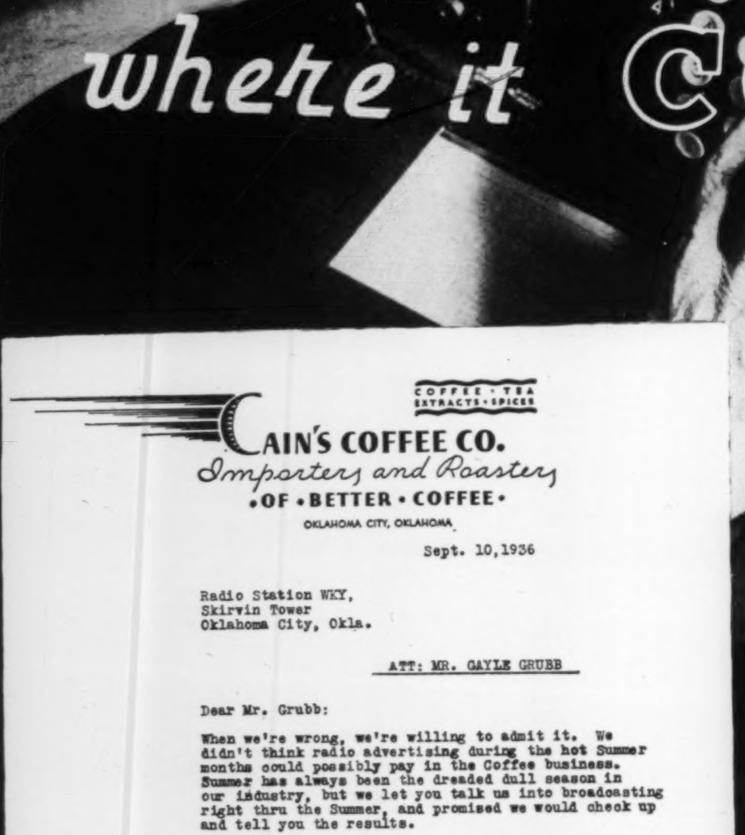
**KHJ** *Los Angeles*
**KFRC** *San Francisco*
**KDB** *Santa Barbara*
**KGB** *San Diego*

THE WILLIAM G. RAMBEAU COMPANY
*Representatives*
CHANIN BLDG. — NEW YORK
TRIBUNE TOWER — CHICAGO


OM AUDIENCE
IS IT TRUE WHAT THEY SAY ABOUT DIXIE

XUM

# POWER where it COUNTS



COFFEE · TEA
EXTRACTS · SPICES

CAIN'S COFFEE CO.
Importers and Roasters
·OF·BETTER·COFFEE·
OKLAHOMA CITY, OKLAHOMA

Sept. 10,1936

Radio Station WKY,
Skirvin Tower
Oklahoma City, Okla.

ATT: MR. GAYLE GRUBB

Dear Mr. Grubb:

When we're wrong, we're willing to admit it. We didn't think radio advertising during the hot Summer months could possibly pay in the Coffee business. Summer has always been the dreaded dull season in our industry, but we let you talk us into broadcasting right thru the Summer, and promised we would check up and tell you the results.

It looks like you win. We have averaged a 20% gain in Cain's Better Coffee sales every week this Summer over last Summer. We have investigated thoroughly and find we must attribute a large percentage of this splendid increase to your broadcasts.

You have built up a remarkable Iced Coffee business for us, have taught housewives how to brew Coffee, and have shown them the many advantages we have to offer them over other Coffees. You and Johnny Marvin have done this in a blistering hot Summer and made it pay. We admit you know what you're talking about and we're sticking with you !

Yours very truly,
CAIN'S COFFEE CO.

SECY-TREAS.

RJC:VM

• At the sales register is where WKY shows real power. Characteristic example of WKY selling power is related in letter at left. Selling coffee during the longest, hottest summer in Oklahoma history is admittedly a stiff test of station selling power. Perking up sales 20% is a triumph.

Summer or winter, WKY has the power that counts . . . the kind of power you need behind the sale of your product in Oklahoma.

## WKY · OKLAHOMA CITY

THE ONLY FULL-TIME NBC OUTLET IN OKLAHOMA

*Affiliated with* The Daily Oklahoman, The Times and The Farmer - Stockman

***Representative — E. Katz Special Advertising Agency***

## Line Rates Are Cut

*(Continued from page 11)*

rates and practices for program transmission channels and since around the first of this year, have been actively engaged in such a review. The principal purpose of this review has been to liberalize our practices and modify our rates so as better to meet the requirements of our customers. Wherever possible we also wished to meet, through such modifications, criticisms made from time to time either by our customers (the chains) or proprietors of individual stations who in turn received service from the principal chains and networks via our facilities. We also desired to improve the administrative features of the tariff covering these services.

"We believe the new tariff filed today accomplishes the purposes above recited. * * * This revision of program transmission rates and practices is not intended as a reduction in rates but the adjustments made result in savings of some $250,000 per year to long lines' customers. In no instance is the bill now being paid by any existing customer increased. We expect to recommend to the various Associated Bell companies similar revisions in their tariffs covering these services."

### Important Revisions

IN SUMMARY, the most important changes may be enumerated as follows:

Interexchange or regular network channels will be charged for on an air-line basis, with the new rate to be $8 per air-line mile per month, as against the present route-line rate of $7 per month. In this connection, it was said that the route-line miles charged are, on the average, 20% more than air-line miles. Thus, it was estimated, that with 31,000 miles of this Class A line in use, the change to air-line rate should mean a reduction of approximately $90,000 a year to customers. Heretofore only Schedule E service, for speech only, has been on an air-line mile basis. The classification of A-minus service, of which there have been 6,500 miles in use, will be discontinued, and for the most part added to Schedule A. Thus, there will be increases in certain types of service, but in general this change from route-mile to air-line should result in savings of more than $120,000 per year.

By reducing the receiving connection charge for receiving programs at stations connected to Schedule A channels (network) from $4,000 per year to $175 per month, the A. T. & T. meets one of the most strenuous objections leveled against it. The transmitting connection charge, used at key stations, is changed from $1,000 a year to $80 per month.

To prevent instances where users of Schedule B or other classes of inferior service pay more for facilities used on short contracts than contracted high-quality service users, the new tariff institutes provisions whereby the maximum charge for such service shall never exceed the Schedule A charges for similar items of service.

"Amplifying equipment provided by the customer at his studio may now be used to interconnect channels," the A. T. & T. informed the FCC in striking at one of the sore spots of its dealings with stations. "Existing rules which do not permit interconnection of certain classes of interexchange channels offered in the present tariff have been eliminated; all classes of line facilities offered in the new tariff may now be interconnected."

In this case, it is brought out, however, that Schedule C and D facilities, when interconnected with Schedule A or B channels, cannot be used to transmit music inward to the A or B networks. The A and B circuits are guaranteed for a quality of not less than 5,000 cycles, whereas the C schedule runs up to 3,500 cycles. Class F, or regular telephone circuits not especially monitored, are used for speech only.

The immediate effect of the reductions insofar as local stations are concerned, of course, will not be felt fully until the associated Bell companies file the corresponding tariffs. Then, the overall charge for handling of remotes will be reduced appreciably, particularly since the connection charges will be reduced sharply and the use of the stations' own amplifiers will not be prohibited.

That the independent telephone companies, representing about 15% of the telephone business of the country, will follow the example of the A. T. & T. and its associated Bell systems, and will conform to the new schedules also, is practically a certainty.

## A. T. & T. Line Charges: Present and Proposed

**(According to Schedules Filed With FCC)**

| | *Proposed Tariff FCC No. 198* | *Present Tariff FCC No. 139* |
|---|---|---|
| I. Schedule A | | |
| Channel | $8 per air-line mile per month (ratio of route billing mileage to air-line mileage is 1.2 to 1). | $84 per route mile per year. |
| Receiving Connection | $175 per month. | $4000 per year. |
| Transmitting Connection | $80 per month. | $1000 per year. |
| Channel Reversals | $.04 per air-line mile including restoral to normal (which experience shows more closely approximates the labor involved). | $.023 per route mile, including restoral to normal. |
| Switches | $1.25 per switch (restoral to normal considered another switch). | $2.50 per switch, including restoral to normal. |
| II. Schedule A Minus | | |
| Channel (Extensions from Schedule A networks) | Schedule discontinued. | $72 per route mile per year. |
| Connections | | $2000 per year. |
| III. Schedule B | | |
| Channel | $.20 per air-line mile per hour. The Schedule A charge will be the maximum charge. $.03 extra per air-line mile per hour for Morse channel, if desired. | $.40 to $.15 (latter rate effective after 155 hours' use) per route mile per hour, including Morse channel. |
| Receiving Connection | $80 per month plus $2.50 per hour of use. The Schedule A charge will be the maximum charge. | $100 for first two weeks and $100 for each add'l month plus $2.50 for each hour of use. |
| Transmitting Connection | $80 per month. | Same as receiving connection. |
| IV. Schedule C | | |
| Channel | $5.20 per air-line mile per month. $4.25 per air-line mile for two weeks. | $5 per route mile per month. $4 per route mile for two weeks. |
| Connections | $60 per month or $50 for two weeks, when furnished. (Not required when customer furnishes own amplifiers.) | $75 per month, or $60 for two weeks, for connections in excess of two per network. |
| Channel Reversals | $.025 per air-line mile, including restoral to normal. | $.015 per route mile, including restoral to normal. |
| Switches | $.60 per switch (Restoral to normal considered as another switch). | $1.25 per switch including restoral to normal. |
| Setting up Charge | None. | $12.50 per exchange connected. |
| V. Schedule D | | |
| Channel | $.15 per air-line mile per hour. The Schedule C charge will be the maximum charge. | $.125 per route mile per hour. |
| Connections | $1.25 per hour with a minimum charge of $40 per month when furnished. The Schedule C charge will be the maximum charge. | $50 per month plus $1.25 per hour of use for connections in excess of two per network. |
| Setting up Charge | None. | $12.50 per exchange for first occasion.<br>$5 per exchange for each add'l occasion. |
| VI. Schedule E | | |
| Channel | $.10 per air-line mile for the first hour.<br>$.025 per air-line mile for each add'l consecutive 15 minutes. | $.10 for first 15 minutes per air-line mile.<br>$.03 per air-line mile for each add'l consecutive 15 minutes. |
| Connections | $1 per hour with a minimum charge of $25 per month, when furnished. | $50 per month and $1 per hour of operation, or $25 per occasion, for connections in excess of two per network. |

## *CARBORUNDUM BACK FOR 11TH SEASON*

CARBORUNDUM Co., Niagara Falls, N. Y. (abrasive and refractory materials) on Oct. 17 will open its 11th successive year on the air, presenting band music and Indian legends under the new title *The Voice of Niagara*. As before, the Carborundum programs will be heard on 19 CBS stations, Saturdays, 7:30 to 8 p. m., originating in Gorge Terminal Auditorium, Niagara Falls.

Except for the new title, the program will follow past custom in every regard, presenting the Carborundum Band, under the leadership of Edward d'Anna; Indian legends told by Francis D. Bowman, advertising manager of the company and narrator and director of the program; and, from time to time, the roar of Niagara Falls, picked up by a microphone suspended over the gorge. Also in line with past custom, the commercial angles of the broadcasts will be divided on each program between interesting and informative stories of varied industrial uses of the company's products and brief announcements designed to promote the sale of Carborundum household abrasive products sold in hardware stores.

The Carborundum program has established a record unique in radio. In addition to being a pioneer among commercial programs and the oldest program of band music on the air, it has remained intact in form and personnel since its first broadcast, ten years ago, being perhaps the only sponsored program to remain unchanged in a decade of broadcasting. Conceived in 1926 by Mr. Bowman, it was first broadcast that fall over a single Buffalo station. For the next three years, it was expanded to a Western New York State hookup of three stations, and then to the CBS network, on which it has now been a fall and winter feature for six years. Steadily increasing results, from year to year, have more than justified the retention of the original program. Batten, Barton, Durstine & Osborn Inc., New York, handles the account.

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## Florence Stove Series

FLORENCE STOVE Co., Florence, Mass., is currently promoting range oil burners and oil-burning heaters on WBZ-WBZA, Boston-Springfield, and WGY, Schenectady, using a transcription series titled *On the Mall*. The Florence Stove Co. employes band appears occasionally during the 13-week series of quarter-hour programs. A newspaper campaign is being used in New England, New York and New Jersey. Wm. B. Remington Inc., Springfield, is the agency.

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## WFBL Names F. & S.

WFBL, Syracuse, only CBS non-owned or operated station to be represented by the network's spot sales subsidiary, Radio Sales Inc., has severed that arrangement and has appointed Free & Sleininger Inc., its exclusive national representatives, it was announced Sept. 16. Radio Sales Inc., it is understood, will confine its representation entirely to CBS owned and operated stations in the future.

## Cultural Listeners Declared at Fault For Silence on Radio Likes and Dislikes

UPON the shoulders of America's intelligentsia, who frequently complain against certain broadcasting programs but who seldom if ever let the broadcasters know what they like or dislike, Richard Sheridan Ames, former western news editor for NBC, places the responsibility for those lapses to which American broadcasters must occasionally plead guilty.

Writing in the October *Atlantic Monthly* on "The Art of Pleasing Everybody", Mr. Ames states the "cultural case" of American radio in more constructive terms than any of the critics of radio writing in that or any of the other class magazines have yet done.

Asserting that American broadcasting leaders are far from complacent and that "most of them regard their stewardship of the air as a serious, sometimes dangerous, trust and they are seeking punctiliously to uphold the ethics of commercial broadcasting," Mr. Ames asserts that "though the radio people probably possess more tangible proof of likes and dislikes than their voluble critics, generalizations about popular taste are likely to camouflage popular pleading."

### The "Second Public"

"ENOUGH," he writes, "is already known about that gratified public which finds pleasure and contentment with Major Bowes and his ardent amateurs, with radio's lisping troubadours, popular newsmen, gossips, homespun serials, and persistent jazz. The malcontents are in another camp: Thoughtful, discriminating listeners, alarmed by vulgar popularization and disgusted with much that they hear."

This "second public", as Mr. Ames calls them, may not be getting what it wants but he adds: "I am afraid it is getting only what it deserves." The reason given is that practically none of the complainants ever makes known to a radio manager what he dislikes and, even less frequently, what he likes. Various cases of efforts to please the higher levels are cited, Mr. Ames admitting that "rugged individualism persists in radio circles" but declaring that "usually, when policy is not involved, the broadcasters defer to the desires of the audience."

"Radio," continues the article, "has never been morally reprehensible; its chief offenses have been against good taste. Voluntarily it has banned much objectionable material that once cluttered up the air, and although the most recent housecleaning may have been prompted, in some instances, by the Federal Radio Commission, the industry's leaders attribute self-imposed reforms and improvements to the listening public. The educated, cultured minority that takes pride in its intellectual standards deserves no credit for better programmes, except in rare and isolated instances where individuals have replaced the usual reticence with active cooperation.

"The audience that has done most for radio has been the larger one: people who originally, at least, preferred light entertainment, but who soon developed keener perceptions and a more critical attitude toward programmes in this category. Since these listeners were not afraid to acquaint the broadcasters with their preferences, there has been general improvement in the quality of popular presentations.

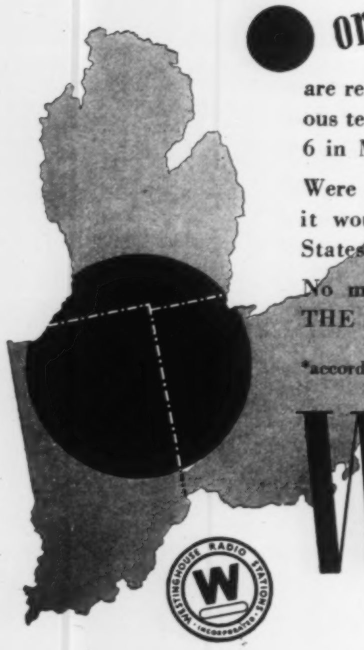
"Large groups have responded warmly to programmes coupling Ed Wynn, Beatrice Lillie, and Alexander Woollcott with products of the companies which signed their checks. Because of the definite reactions of audiences the trend is now toward inoffensive and telegraphically brief commercial announcements; if every listener will take the trouble to register disapproval, progress in this direction may be hastened. Radio dramas for the most part are still poorly written, but the serials patterned after a successful formula seem to please the large audience which scans the comic strips day after day. Thousands of that audience *say* that they are pleased. If people who relish classical drama or the best modern plays take the trouble to do likewise, they may hope to hear *Cymbeline* or *Back to Methuselah*. To-day radio is not afraid to broadcast Mahler or Bruckner symphonies, but it first had to be shown that there was a public for such works.

### One Ear or Two

"SOME WAY must be found to combat that inattention which is the most demoralizing effect the little box in the corner has had on most of us. How often we dial in merely to obtain an obbligato for other activities! We listen with one ear only, are alternately vexed or vaguely pleased with what we half hear, until some sonata twanged on a musical saw or something of the sort rouses us to action. Because people have their radios turned on constantly, the broadcasters must follow the clock, grinding out sound, hour after hour. No agency on earth can provide worthwhile entertainment from dawn until midnight, or later. We want good programmes, but they cannot be produced in gross lots. 'Radio consumes words with unexampled voracity,' concluded the educators; and they are right.

"Ultimately it may be necessary to make listening cost more. If you paid a tax each time you bought a new detector tube, whose life might be limited to one thousand hours, you might learn to discriminate as carefully between radio programmes as you do with everything else costing money. When your favorite station disappointed you, or if the sponsor of an eminent artist nullified your enjoyment of the concert with obtrusive comments, you would be likely to retailiate. Stations cannot operate for long if you and your friends tune them off. Merchants would not knowingly irritate even a small fraction of their customers through tactless blunders. But you must let them know!

"If the majority of our discriminating listeners express themselves, they will do more to improve the standards of American radio programmes than any commissions or committees."



BIGGER *than*

- PITTSBURGH'S
- or CLEVELAND'S
- or ST. LOUIS'
- or BALTIMORE'S

are retail sales in the WOWO primary area, a rich and prosperous territory consisting of 27 counties in Indiana, 12 in Ohio and 6 in Michigan.

Were the WOWO primary area a corporate city community, it would rank seventh among retail markets* in the United States, larger than Pittsburgh, Baltimore, St. Louis or Cleveland.

No mid-western radio schedule is complete without WOWO, THE hoosier station.

*according to the latest U.S. Census figure

WOWO
*the* HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • CBS • 1,160 KC.

E. KATZ, SPECIAL ADVERTISING AGENCY

# Rochester's First Station

# 1st

- *in power and coverage* of this prosperous trading area with over 250,000 families who are able to buy.
- *in coverage* of 631,200 radio families, as shown by the N.B.C. System of Audience Measurement by 'Aireas'.
- *in community service.*
- *in education.* The Rochester School of the Air is now in its fourth year of broadcasting lessons to pupils in their classrooms in all Rochester schools and in more than 200 schools outside of Rochester. Courses include Science, from 4th thru 12th grades, Social studies, English, Art Appreciation, Literature and Music.
- *in religious broadcasts.* All denominations have participated in WHAM's "Kindly Thoughts" period, furnished without charge to the churches of Rochester.
- *in medicine.* Weekly broadcasts by members of the Monroe County Medical Society have aided thousands in the care of their health.
- *in music.* Broadcasts by the Rochester Philharmonic Orchestra under the direction of both resident and prominent guest conductors, the Rochester Civic Orchestra, and the Eastman School Orchestra are sent to the NBC Network weekly during the fall, winter and spring season.
- *in agriculture.* WHAM has been a leader in broadcasting activities of the 4-H Club to the farmers of the fertile lands in WHAM's area.
- *in sports.* WHAM has carried a daily comprehensive sports review for five years and covers such sports events as hockey, lacrosse, golf, football, major league baseball and Lake Ontario yachting events of which the latest was the International Star Class Championship Regatta with twelve countries participating.
- *IN LISTENING AUDIENCE.* COMMUNITY SERVICE HAS GIVEN WHAM THE BIGGEST LISTENING AUDIENCE IN THE ROCHESTER TRADING AREA. TO INCREASE SALES IN THIS PROSPEROUS TERRITORY, SEND YOUR MESSAGE OVER WHAM.

**ASSOCIATED N B C**

**50,000 WATTS**

**CLEAR CHANNEL**

WHAM

"The Stromberg-Carlson Station"

**1150 KILOCYCLES**

**FULL TIME**

*Owned and operated by the Stromberg - Carlson Telephone Manufacturing Company*

**CHICAGO—** *Transamerican Radio and*
*Television Corporation*
*333 N. Michigan Avenue*

**NEW YORK—** *Craig and*
*Hollingbery, Inc.*
*250 Park Avenue*

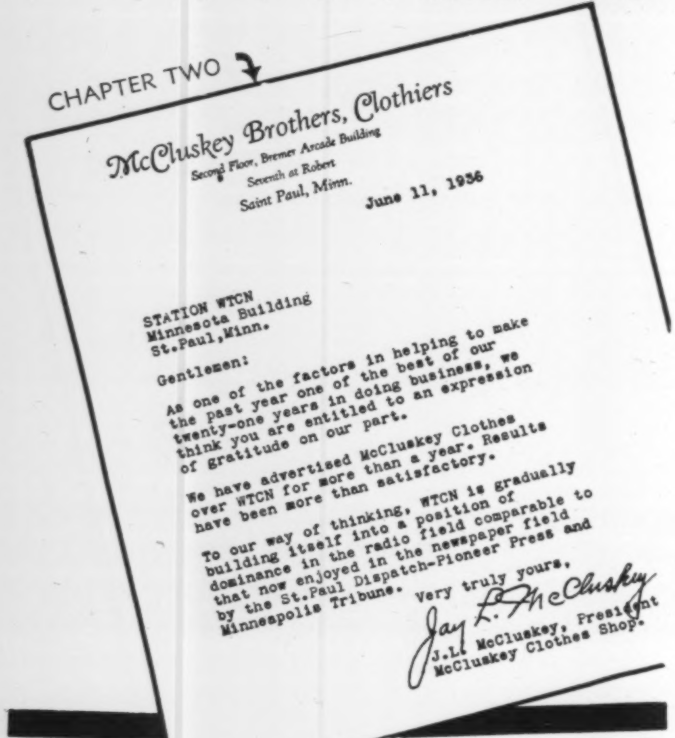
Good
Reading
*for*
Alert
Advertisers

A
Serial Story
Entitled
"WE ARE GOOD"

by WTCN

. . . . . WITH PROOF

CHAPTER TWO



McCluskey Brothers, Clothiers
Second Floor, Bremer Arcade Building
Seventh at Robert
Saint Paul, Minn.

June 11, 1936

STATION WTCN
Minnesota Building
St.Paul,Minn.

Gentlemen:

As one of the factors in helping to make the past year one of the best of our twenty-one years in doing business, we think you are entitled to an expression of gratitude on our part.

We have advertised McCluskey Clothes over WTCN for more than a year. Results have been more than satisfactory.

To our way of thinking, WTCN is gradually building itself into a position of dominance in the radio field comparable to that now enjoyed in the newspaper field by the St.Paul Dispatch-Pioneer Press and Minneapolis Tribune.

Very truly yours,

Jay L. McClusky

J.L. McCluskey, President
McCluskey Clothes Shop.

◆ ◆ ◆

WTCN

ST. PAUL DISPATCH-PIONEER PRESS
AND MINNEAPOLIS TRIBUNE STATION

Minnesota Bldg., St. Paul — Wesley Temple Bldg., Minneapolis

FREE & SLEININGER, INC.
National Representatives

# *Average Cost of Station Installations Surveyed By National Advisory Council*

PHYSICAL costs of installing and maintaining various classes of broadcasting stations are tabulated by the advisory council on engineering developments of the National Advisory Council on Radio in Education in a revision of *Listen and Learn*, one of its information series booklets, just off the press. Only average costs are given, based on the best facts available when the report was compiled in 1935. Costs of personnel are not included.

The Council's engineering committee is headed by Dr. Alfred N. Goldsmith, former RCA chief engineer, now a consulting engineer in New York. Its other members are: Prof. Edward Bennett, University of Wisconsin; Prof. Walter G. Cady, Wesleyan University; Dr. O. H. Caldwell, editor, *Radio Today*; Howard A. Chinn, assistant to director of engineering, CBS; E. K. Cohan, director of engineering, CBS; Robert D. Duncan Jr., chief engineer, Wired Radio Inc.; Lloyd Espenschied, director of radio transmission department, Bell Laboratories; William E. Harkness, consultant, New York; Dean Erich Hausmann, Brooklyn Polytechnic Institute; John V. L. Hogan, consulting engineer, New York; C. W. Horn, director of research and development, NBC; Lewis M. Hull, president, Aircraft Radio Corp.; C. M. Jansky Jr., Jansky & Bailey, Washington; Dr. C. B. Jolliffe, former FCC chief engineer, chief of RCA frequency bureau; H. Gard Knox, vice president, ERPI; Ray H. Manson, chief engineer, Stromberg-Carlson Telephone Mfg. Co.; Edward L. Nelson, radio development engineer, Bell Laboratories.

Costs of erecting and operating stations, it is pointed out, depend upon many factors such as elaborateness of station, location, type of service to be rendered, local material and labor costs, etc., and they are subject to many variations. Here is the table of average capital investments required for plant:

| Capital Investment | 100 Watts | 1 Kw. | 5 Kw. | 50 Kw. | 500 Kw. |
|---|---|---|---|---|---|
| 1. Plant: | | | | | |
| a) Transmitter | $4,000 | $12,500 | $29,000 | $120,000 | $375,000 |
| b) Speech input equipment | None | 2,000* | 2,500 | 3,500 | 5,000 |
| c) Installation of above (labor costs vary greatly according to locality) | $ 200 | 1,000 | 3,500 | 10,000 | 25,000 |
| 2. Antenna: | | | | | |
| Height of vertical radiator | 150 ft. | 250 ft. | 300 ft. | 500 ft. | 800 ft. |
| a) Antenna, including insulation, transmission line, if used. painting, lighting, and erection | $2,000 | $ 4,000 | $ 6,000 | $ 15,000 | $ 40,000 |
| b) Ground system—material and installation | None | 1,500 | 2,000 | 3,000 | 5,000 |
| 3. Land. outside of city | None | 3 acres* | 7 acres | 20 acres | 30 acres |
| 4. Station building: | | | | | |
| a) Structure | None | $ 7,500* | $15,000 | $ 40,000 | $ 75,000 |
| b) Furnishing, fittings, etc | $ 100 | 400 | 1,000 | 3,000 | 6,000 |
| 5. Service: | | | | | |
| a) Power lines, substation, etc. | None | None | 2,000 | 20,000 | 30,000 |
| b) Water system | Dependent upon local conditions | | | | |
| c) Telephone lines | Dependent upon local conditions | | | | |
| 6. Engineering services, surveys, etc | $ 100 | $ 500 | $ 1,000 | $ 3,000 | $ 6,000 |
| 7. Miscellaneous | 200 | 600 | 1,000 | 6,000 | 15,000 |
| Total (exclusive of studios, service, and real estate) | $6,600 | $30,000 | $63,000 | $224,000 | $582,000 |

* These items unnecessary if transmitter is located in same building with studios.

| Capital Investment | 100 Watts | 1 Kw. | 5 Kw. | 50 Kw. | 500 Kw. |
|---|---|---|---|---|---|
| 8. Studios and control rooms, including acoustical treatment, air conditioning, reception rooms, and offices | Costs in connection with these items are entirely dependent upon the specifications adopted. | | | | |
| 9. Studio speech input equipment | $2,000 | $4,000 | $6,000 | $12,000 | $12,000 |
| 10. Outside pickup equipment | None | 1,600 | 1,600 | 3,200 | 3,200 |
| Total (Studio and pickup equipment only) | $2,000 | $5,600 | $7,600 | $15,200 | $15,200 |

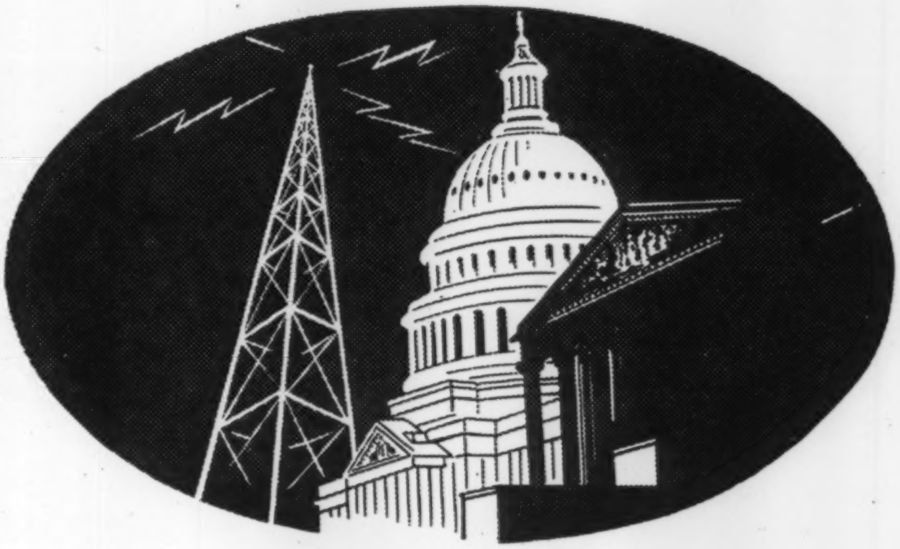
## Estimated Average Maintenance Costs

Maintenance costs of studios and offices, of course, depend upon the type of service the station is rendering and the size of personnel required for that service. The report fixes interests on capital investment at "about 5%" and maintenance of office and studio equipment, depreciation of furniture, insurance and taxes at 10%. The other factors which cannot be computed are rental, salaries, telephone and telegraph, printing, publicity and wire lines for local pickups. Here are the committee's tables of average plant maintenance costs:

| Maintenance (Plant) | 100 Watts | 1 Kw. | 5 Kw. | 50 Kw. | 500. Kw. |
|---|---|---|---|---|---|
| Number of hours of operation on which following figures are based (for longer periods the costs are proportionately greater) | 8 hrs. | 8 hrs. | 12 hrs. | 16 hrs. | 18 hrs. |
| 1. Interest on capital investment but exclusive of real estate, at 5% | $ 325 | $1,500 | $3,000 | $10,200 | $ 27,600 |
| 2. Depreciation and obsolescence: | | | | | |
| a) Transmitting plant at 20% | 1,320 | 6,000 | 12,000 | 40,800 | 110,400 |
| b) Other buildings | 3% | 3% | 3% | 3% | 3% |
| c) Furnishings at 10% | $ 10 | $ 40 | $ 100 | $ 300 | $ 600 |
| 3. Rental | Varies according to local conditions | | | | |
| 4. Salaries—transmitter supervisor and staff of services* | (1)<br>$4,100 | (2)<br>$7,300 | (3)<br>$10,600 | (6)<br>$20,000 | (10)<br>$ 30,000 |
| 5. Power | 400 | 1,500 | 4,000 | 19,000 | 100,000 |
| 6. Maintenance of plant: | | | | | |
| a) Electrical | 300 | 1,000 | 2,000 | 5,000 | 8,000 |
| b) Structural | 100 | 200 | 300 | 500 | 1,000 |
| c) Tubes | 600 | 2,000 | 4,000 | 10,000 | 60,000 |
| 7. Wire lines—studio to transmitter | None | ........ | 3,600 | 7,500 | 15,000 |
| 8. Miscellaneous, including telephones, telegraph, insurance, taxes, heat, and traveling | ........ | ........ | ........ | 350 | 1,000 |

* Numbers in parenthesis indicate personnel.

# CENTERS OF POWER



Washington is not only a center of governmental power, but of purchasing power—due to its rapidly increasing wealth and population. With WMAL and WRC behind local and spot campaigns, advertisers reach the moneyed customers in Washington as well as those in the adjoining suburbs in Maryland and Virginia.

| **WRC** | **WMAL** |
|---|---|
| **1000-500 WATTS** | **500-250 WATTS** |
| **NBC Red Network** | **NBC Blue Network** |

**WASHINGTON, D. C.**

*Completely programmed by NBC*

3 Outstanding

WOL

Features are now available for Sponsorship*

**1. TONY WAKEMAN . . . .**

SPORTS RESUME . . . every night 6:00 to 6:15 P. M. Mr. Wakeman comes to WOL from WJAS, Pittsburgh. His successful sports broadcasts since 1926 give authenticity to his news and views on Sports.

**2. FRANCES TROY NORTHCROSS**

Mon.-Wed.-Fri. . . . 10:30 to 10:45 A. M. . . . Has lectured in every key city in America while with the Home Economics Service Corp. Mrs. Northcross is now Home Counsellor for the Washington Herald and Her Homemakers Club has an enrollment of over 20,000 Active Members!

**3. TRANS-RADIO NEWS . . .**

In either 5-minute periods or quarter-hour periods. This News Service has a large listening audience through its consistency as "First with the News in Washington."

*** Phone or wire for details immediately**

**WOL** *Announces*

AFFILIATION WITH THE MUTUAL BROADCASTING SYSTEM. The removal to new and larger, air-conditioned, soundproof studios — 1627 K Street, N. W., October 15, 1936. These new studios are equipped with every modern facility for broadcasting.

WOL

AMERICAN BROADCASTING COMPANY
ANNAPOLIS HOTEL
WASHINGTON, D. C.

# Butler and Rogers Buy KOY, Phoenix

## Option Exercised; Installation Of New Equipment Planned

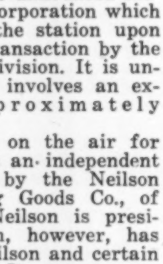
Mr. Butler

PURCHASE of KOY, Phoenix, Ariz., by a partnership of Burridge D. Butler, president of WLS, Chicago, and Naylor Rogers, former vice president and general manager of KNX, Los Angeles, will be effected as of Oct. 1, subject to FCC approval.

Having decided to exercise an option to purchase held by Mr. Butler, the two well-known broadcasters on Sept. 26 announced formation of a new corporation which would take over the station upon approval of the transaction by the FCC Broadcast Division. It is understood the deal involves an expenditure of approximately $50,000.

KOY has been on the air for about 12 years as an independent station, operated by the Neilson Radio & Sporting Goods Co., of which Earl A. Neilson is president. The station, however, has been owned by Neilson and certain other associates. It operates on the 1390 kc. channel with 1,000 watts until local sunset, and 500 watts at night.

### New Equipment


Mr. Rogers

MR. BUTLER and Mr. Rogers have incorporated the Salt River Valley Broadcasting Co., of which the former is president and the latter vice president. The corporation has a $100,000 capitalization and at first will be engaged only in the operation of KOY, with Mr. Rogers as active head. It is possible that other broadcast operations will be undertaken by the corporation.

Preparatory to exercising the purchase option, the partnership detailed E. C. Page, consulting radio engineer, to make a field strength survey of the station under the direction of Homer Courchene, chief engineer of WLS. It is planned to install completely new equipment and studios.

Many of the features on WLS, as well as much of that station's talent, likely will be "vacationed" at the new station initially as part of the building-up process. Moreover, Mr. Rogers has in mind using considerable of the talent he previously employed on KNX, last month taken over by CBS pursuant to the sales arrangement consummated by Mr Rogers and his associate, Guy C. Earl Jr., with the network.

Both Mr. Butler and Mr. Rogers are familiar with the Phoenix market and with the state. Mr. Butler, publisher of the *Prairie Farmer* and several other farm publications, as well as the owner of WLS, resides in Phoenix six months each year. For several months, it is known, he has been desirous of acquiring the station as an independent venture to be devoted to civic interests of the city and state. A pioneer figure in radio, Mr. Butler was the former publisher of several Midwestern newspapers.

Mr. Rogers early in his newspaper career was business manager of several Arizona papers, and afterward became the business manager of the *Los Angeles Express*. Along with Mr. Earl he took over KNX ten years ago, and was its active operating head until the recent sale to CBS. He resides in Los Angeles, but expects to spend considerable time at the new station.

Selection of personnel for KOY and other plans will await formal FCC approval of the transfer, it was indicated.

## TILLIE'S ROMANCE

### Food, Food Everywhere But No One to Drink

IF TILLIE, the dachshund, could talk, she'd probably tell you that radio is the greatest contribution not only to mankind but to dogdom. And here's why.

On Sept. 18, Tillie, who lives in Cincinnati, gave birth to a litter. They died shortly afterward. A veterinarian told Mrs. Thomas H. Birch, her owner, that Tillie would die too unless some pups were obtained to suckle her. The distraught woman called the *Cincinnati Post*, which sponsors National Dog Week; and asked that something be done over the *Post's* station, WCPO.

A "mercy" bulletin was broadcast at 9:30 p. m., over the Cincinnati local. By 9:32 there were 16 unweaned pups at the disposal of Mrs. Birch and Tillie. By 9:35 the number ran to 30. Out of the lot two nondescript pups, with plenty of bars sinister, were delivered to Tillie on the morning of Sept. 19. She had been in a coma most of the night and sniffed suspiciously at the two hungry visitors nudging her. When a pup's hungry, he has to eat. And that's just what the vet ordered for Tillie.

## *AUTOMATIC VOTING BUYS TIME ON WGY*

IN ANTICIPATION of election the Automatic Voting Machine Corp., Jamestown, N. Y., has contracted for four quarter-hour evening periods on WGY, Schenectady. This is the first time the organization, which has made automatic voting equipment for more than 40 years, has utilized radio to convince voters that machines are "absolutely fool proof, fraud proof and tamper proof."

The talent consists of Clarence Knapp, former Democratic mayor of Saratoga Springs, N. Y., and John Sheehan, tenor. Mr. Knapp reintroduces his popular discussion of the "Sob Songs of the Gay Nineties" and Mr. Sheehan is the soloist.

In the broadcast of Sept. 29, Col. Jim Healey, WGY commentator, was introduced as a guest. Healey discussed, for example, the great expense involved in recounts in communities where voting machines are not in use as compared with the negligible cost of a voting machine recount. Leighton & Nelson, Schenectady, placed the business with WGY.

# Political Campaign Rather Drab From Radio Standpoint

### Roosevelt Now Making Political Talks; Al Smith Joins Foray

WITH President Roosevelt beginning his first "political talks" of the campaign over a small regional hookup from Syracuse Sept. 29, and scheduled to speak from Pittsburgh over combined NBC-Red and CBS networks Oct. 1, 9-9:30 p. m., the political campaign on the radio is now entering into its final month in relatively unexciting fashion.

Except for the few regular series previously scheduled, neither Democrats nor Republicans are creating any great stir in radio schedules, though both are concentrating these days on one-time bookings for their top men — Roosevelt, Knox and Landon—according to the strategy of their respective campaigns.

#### Al Smith Switches

ONE INSTANCE of disruption of popular programs occurred with the booking of President Roosevelt for the Thursday night (Oct. 1) period, which necessitated the dropping of the *Show Boat* hour on NBC-Red and half the *Maj. Bowes Amateur Hour* on CBS. Former Gov. Al Smith, speaking on behalf of the Independent Coalition of American Women, an anti-New Deal group headed by Mrs. E. T. Meredith, wife of Wilson's Secretary of Agriculture, had previously booked the 9-10 p. m. period the same day on NBC-Blue, but in deference to the President shifted that time to the 9:30-10:30 p. m. period. This is expected to be the first of a series of perhaps five radio speeches by Mr. Smith, the others to be from Philadelphia Oct. 8; Chicago, Oct. 15; New Haven, Oct. 22, and Albany, Oct. 31.

Gov. Landon during the last fortnight made regular appearances and was broadcast over various networks, with stations in the towns where he spoke all making elaborate arrangements to pick him up. His Sept. 22 speech from the Iowa State Fair grounds at Des Moines led WHO to arrange special remotes to pick up the event in full locally before and after the speech was fed to the network. WHO had 19 engineers and announcers and mobile units on the scene, and its broadcasts were picked up off the air by its Corn Belt Wireless Network.

Similarly, while Gov. Landon was in Council Bluffs, KOIL picked him up from his special train. John M. Henry, county Republican chairman and general manager of KOIL-KFAB-KFOR, was on the platform with Gov. Landon.

Despite their elaborate early arrangements and big radio division setup, the Republicans are concentrating on the Landon and Knox appearances and apparently depending heavily on the William Hard series on CBS, during which the noted commentator is offering prizes now for letters on "Why I Changed From Roosevelt to Landon." Mr. Hard's previous contest asked for letters on "Why I Am for Roosevelt."

The Republicans on Sept. 14 started sponsorship of the *Landon Radio Club* on 46 NBC-Red stations, Mondays through Fridays, 4:30-4:45 p. m., to run for seven weeks; their women's division is also sponsoring *Every Woman Knows* over NBC-Red every weekday, 3:30-3:45 p. m. Over WGN, of the *Chicago Tribune*, on Sept. 14 it began sponsoring a man-on-the-street program titled *Republican Volunteer*, a thrice-weekly evening program in which Quin Ryan, WGN manager, handles the microphone.

While the G. O. P. has committed itself to placing its programs through agencies, its headquarters have not divulged the names of the agencies handling its various placements. Democrats continued to use agencies for nearly all accounts, as previously reported, and it is understood the agencies are being reimbursed practically as fast as the bookings are completed despite the Democrats' previous refusal to put up guarantee funds. The Al Smith program was placed through Publicity Associates Inc., New York, publicity representatives for the former governor.

Entering into the campaign on Sept. 17, the Crusaders, 100 E. 42d St., New York, through Marschalk & Pratt Inc., New York agency, booked a schedule of talks by Andrew F. Kelley as the *Horse Sense Philosopher* over varying groups of three Mutual Network stations on staggered schedules, using seven MBS stations in all. [See Network Accounts.]

Starting Sept. 28, a combination of the Progressive National Committee headed by Senator La Follette, Labor's Non-Partisan League, headed by Maj. George L. Berry and the Good Neighbor League represented by Stanley High, began a series of nightly 10:30-10:45 p. m. programs each weekday on 36 CBS stations, featuring talks by various pro-Roosevelt speakers. This series is in addition to the Labor Non Partisan League's sponsorship of similar talks over a special hookup of WIP, Philadelphia; KQV, Pittsburgh; WOL, Washington; WEVD, New York, and WCFL, Chicago. In the Sept. 15 BROADCASTING it was erroneously reported that these stations were carrying the programs on transcriptions and that WEVD and WCFL were donating time while the others were being paid. This is corrected by Chester M. Wright, Washington radio director of the League, who reports that organized labor is buying a wire hookup and paying each of the stations.

### Getting Out the Fans

TWENTY hours of radio time devoted by WCCO to the "On to Nicollet Park" contest, designed to stimulate attendance from nearby cities at the games of the Minneapolis Millers Club of the American Association, were closed Sept. 24 with a parade in downtown Minneapolis in which visiting delegations from the various towns participated. For largest total attendance at the ball games, gross and per capita, WCCO awarded two trophy cups to New Ulm and Madison Lake, while local merchants joined in awarding prizes for the parading delegations.

NEWS YOU CAN BUY!

IF you're having trouble finding news to sponsor in this territory, we have it. That is, we still have two of our five daily news spots available. Our news programs will be especially adaptable to your product, if you are seeking to reach the farmers and small-town people in South Dakota, Iowa, Minnesota, Nebraska and North Dakota. And don't forget that the coverage of WNAX in the four states surrounding South Dakota, is as important as its coverage in its home state. That is because WNAX is a farm station, with all programs, including the news, styled to a farm audience. We do not have to cater to both a metropolitan and a rural audience. Thus our large following among the farmers in the Northwest. Ask us about detailed information on these news periods.

Representatives
•
WILSON
•
DALTON
•
ROBERTSON

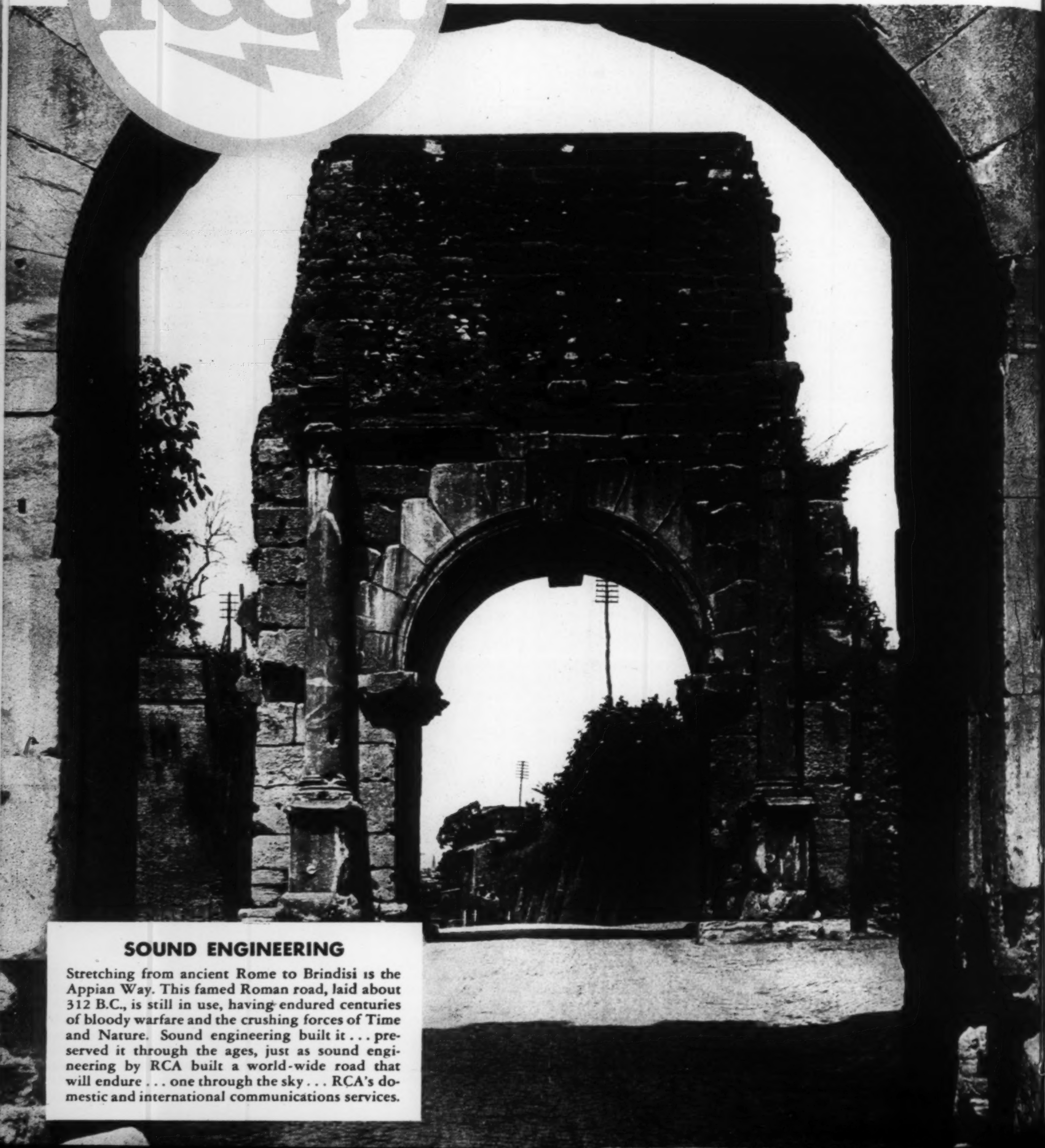
570 Kilocycles
5000 Watts (LS.)
Regional Channel

WNAX

YANKTON, S. DAKOTA

RCA

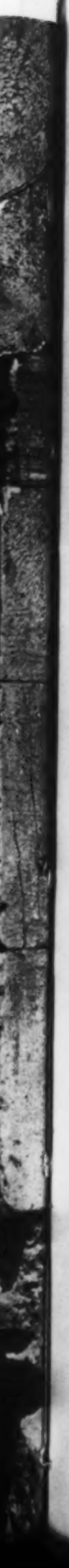
# Roadway



## SOUND ENGINEERING

Stretching from ancient Rome to Brindisi is the Appian Way. This famed Roman road, laid about 312 B.C., is still in use, having endured centuries of bloody warfare and the crushing forces of Time and Nature. Sound engineering built it . . . preserved it through the ages, just as sound engineering by RCA built a world-wide road that will endure . . . one through the sky . . . RCA's domestic and international communications services.

# ays that Endure



"VIA RCA"... these words atop message blanks are familiar to millions who, each year, depend on the swift service provided by RCA Communications, Inc. This giant radiotelegraph system spreads across land and sea, linking 11 American cities with 47 foreign countries. It is another RCA service; a rapid, unseen roadway through the sky!

When you employ this service, you know that while home may be a thousand miles away, fast communication brings it within a few minutes' reach. You know that time and distance and the raging seas can be conquered with winged words sent "Via RCA." To you—and the other millions who use this service—RCA owes its standing as a large conductor of the world's radiotelegraph business.

Transoceanic and domestic communications are but one of the diversified activities of RCA. This organization is engaged in *every* phase of radio. When all its services are surveyed, RCA's intimate knowledge of all radio becomes apparent. And, because RCA knows radio so completely, it has the confidence of the American people.

It is with warm feeling that RCA regards this confidence. It supplies the incentive for still greater achievement and service, and makes RCA dealers in every American city, town and hamlet *busy* dealers. For confidence spurs sales.

Remember—in radio RCA ranks first. The Radio Corporation of America has pioneered the large majority of radio's most noteworthy advances—is, at this very moment, experimenting with facsimile reproduction by radio—and the sound engineering of RCA will some day pioneer *sight!*

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France
French Indo-China
Germany
Great Britain
Guatemala
Haiti
Hawaii
Holland
Hong Kong ("Via RCA" Manila)
Italy
Japan
Macao ("Via RCA" Manila)
Mexico
Norway
Panama
Philippines
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—plus rapid transfer service to all other points in the world!

# RADIO CORPORATION OF AMERICA

*Radio City, New York*

EVERYTHING IN RADIO
FOR SERVICE IN COMMUNICATIONS, BROADCASTING, RECEPTION

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## Dual Rate Duel

LOCAL versus National Rates! More words about that issue have been spilled since radio became an advertising medium than there have been "Knock, Knocks" during the last couple of months.

A couple of dozen times during the last five years we have led with our chin by espousing elimination of the differential between local and national rates. And we're still holding it out.

Now a new man is in our corner. He is George Bijur, vice president of Fletcher & Ellis Inc. and former sales promotion manager of CBS. He has an article in this issue on the subject. Never have we seen a more clear-cut or courageous discourse on it than this piece of research interpreted in the plainest of language.

Mr. Bijur aptly sums up the whole issue in these words: "Why not fix broadcasting rates for the benefit of the great majority, not the minority?"

And why not! we echo. Mr. Bijur says three out of four national advertisers prefer to deal with the station that quotes the same rate to everyone. And by getting the same rate, stations stand to take in more money. That being so, we fail to see why the minority of stations still adhering to dual rates should not join with the trend so ably expounded by Mr. Bijur.

Of course, there are many examples which stations can and do cite as to why there should be a differential. Perhaps it is too much to expect the industry to go pell mell into a one-rate group. The signs, however, are all in that direction, and we expect to see the day when rates not only will be on a single, uniform basis, but also correspondingly higher because of the constant improvement in service to advertisers.

## On the Right Track

ONE OF these days, we hope, those business concerns with goods to peddle, will come to the realization that broadcasting stations sell time and that they don't propose to give it away in exchange for transcriptions or on the basis of "per inquiry" business. Of course that time won't come until all stations get in the habit of rejecting any proffers of business offered at other than card rates.

A fortnight ago, the NAB blasted forth against questionnaire sent out by Warner Bros. motion picture interests, which Managing Director James W. Baldwin described as having all the earmarks of a "free offering". The upshot was a discussion of the matter between a Warner representative and Mr. Baldwin. And the outcome, Mr. Baldwin hopes, will be the development of business from motion picture exhibitors at *card rates.*

We are pleased to see that happen. While there is yet no guarantee that the business will develop, it nevertheless is a showing of what a trade association might do for an industry by way of tapping new sources of business.

## New A. T. & T. Tariff

EVERYONE in the industry will rejoice over the new broadcast line tariffs filed by the A. T. & T. with the FCC, to become effective Nov. 1. This is a big step in the right direction, and meets the demands of broadcasters for an explanation of the reasons for particular rates for particular types of line charges.

As far as we can ascertain, the A. T. & T. recognizes, perhaps for the first time, the plight of broadcasters in attempting to utilize telephone facilities when they do not know the basis for the charges. In its new tariffs the A. T. & T. explains clearly what it proposes to do and tells why. There are reductions for certain types of service, notably on connection charges, and the A. T. & T. estimates that broadcasters and their clients should save at least $250,000 a year.

But, as we see it, the liberalizations of policy are of even greater import. By allowing stations to link together without being penalized for connection charges and mandatory use of A. T. & T. apparatus at their studios or on remote jobs, the A. T. & T. takes heed of one of the broadcasters' most serious plaints. It is also allowing networks to interconnect different classes of facilities, heretofore prohibited.

Great impetus should be given regional networks by the altered charges and methods. It will now be possible for regional groups to become aligned for a month at a time, or for seasons of the year, without being obliged to contract for a whole year in order to get rate advantages. Stations will be in better position to provide "tailor-made" regional coverage to advertisers desiring such service.

We have been rather vehement in these columns over the last five years in criticizing the A. T. & T. for its arbitrary methods in dealing with its broadcasting clients. That it finally has become articulate in explaining these matters, and has taken action to the extent of reducing certain rates and liberalizing inflexible practices, is gratifying. We trust it is but the forerunner of other changes which will continue the liberalization of practices and rates to keep pace with the rapidly changing technique of broadcasting.

## The RADIO BOOK SHELF

ASSERTING that the progress of radiotelephony will shortly present new opportunities to the educator, Levering Tyson, director of the National Advisory Council on Radio in Education, announces the publication of the fourth revision of *Listen and Learn* as No. 5 in its Information Series. It deals with technical phases of broadcasting, as prepared by the Council's engineering committee and includes synchronization, high and ultra-high frequency broadcasting, transcriptions, wired radio, facsimile, television, school receiving systems and sound movies, with an appendix tabulating costs of various classes of broadcasting stations, definitions of technical terms and Council publications.

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QUITE appropriately titled *Retrospect and Forecast in Radio Education*, the 15th in the Information Series published by the National Advisory Council on Radio in Education, 60 E. 42d St., New York, is based on Director Levering Tyson's paper on "Ten Years of Educational Broadcasting" and Col. William Donovan's paper on "What Does the Future Hold", delivered before the American Association for Adult Education convention last May. Both pose and seek to answer the question of radio's past and future role in democracy, with the dangers of autocratic and political rule cogently pointed out.

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AN ELABORATE brochure titled *California For Sale* and detailing full facts about the California radio market and the service to it of the four Don Lee stations, was published by the Don Lee Broadcasting System late in September as a guide to time buyers.

## An Honest Appraisal

TO EVERYONE connected with American radio who has been called upon to defend its methods of catering to the tastes of the masses while trying also to please the classes, we commend the article on "The Art of Pleasing Everybody" in the October *Atlantic Monthly* reviewed elsewhere in this issue. The author, Richard Sheridan Ames, states the case for radio so thoroughly and so honestly that the arguments of the most highbrow, let alone the carping critic, quickly collapse. This is the same publication whose article on the "Level of the 13 Year Old" aroused such glee among and furnished so much fodder for the crusading element a few years ago. We all know that radio's leaders for the most part, as Mr. Ames writes, "regard their stewardship of the air as a serious, sometimes a dangerous, trust and that they are seeking punctiliously to uphold the ethics of commercial broadcasting." We all know that radio must give the people, all of them, what they want to maintain interest and retain sponsors. And we believe with Mr. Ames that the intelligentsia gets only what it deserves by concentrating on adverse criticism rather than pointing out proper ways and becoming articulate about what they *do want* rather than what they *don't like.*

# *We Pay Our Respects To —*

ANDREW DONALD RING

IF THERE were such a title in American radio as "Keeper of the Kilocycles", or perhaps "Warden of the Watts", it would go hands down to Andrew Donald Ring. As assistant chief engineer of the Federal Communications Commission in charge of broadcasting, he's the man more than any one else who, so to speak, sits on the radio lid.

Dig into any question of technical broadcasting since 1929 and inevitably you'll find that big, raw-boned Tennessean interwoven in it, for ever since he joined the old Federal Radio Commission seven years ago he has been identified with broadcast allocations, operations and engineering regulation.

"Andy" Ring is figuring prominently in the broadcast news these days because of the approach of the so-called "allocation hearings" which begin before the FCC Broadcast Division Oct. 5. Those hearings culminate two years of actual planning and preparation. And in that planning Assistant Chief Engineer Ring has been the key figure, initially under his former chief engineer, Dr. C. B. Jolliffe, and now under T. A. M. Craven, who became the FCC engineering head the first of this year.

Few men in any profession are considered as well qualified for a particular post as is "Andy" Ring for the niche he happens to fill. His background is almost ideally suited for the job—admittedly one of the anchor positions in American radio because it has to do with the fundamentals of allocations and assignments. Any time a station wants to change the location of its transmitter, install a new antenna, procure a shift in frequency, increase power, or in fact change its operating status even one mite, the application must pass over the desk of the Assistant Chief Engineer. And obviously all new station applications pertaining to broadcast, whether they be experimental television or facsimile, relay broadcasting, pickups, or whatnot must procure a recommendation from the same individual. Matters of technical broadcast policy, other than programming and pure legal aspects, also originate more or less from Mr. Ring's office. Because broadcasting activity constitutes the bulk of the FCC's work, the broadcast section of its engineering department is unquestionably the busiest unit of the entire organization.

Andrew Donald Ring first saw the ether that was to be his life work on Sept. 2, 1899, on a farm at Franklin, Tenn., just 12 miles from Nashville. It was the family homestead, his father and his grandfather having been born there, and having engaged in agrarian pursuits for generations. The family remains at Franklin, with an elder brother now operating the farm. He was one of four brothers, and has two sisters.

After attending rural grammar schools and the Middle Tennessee Normal School at Murfreesboro, Tenn., Andrew Ring followed three older brothers to the University of Tennessee, where he enrolled in 1919. One brother — Ned — had been all-Southern fullback in 1914 and another also became a football star, but Andy spent his spare time tinkering around radio and things electrical, paying his way through school.

While at the University, the cat's whisker grew on radio, and then it sprouted the vacuum tube. Young Ring blossomed forth as a radio "manufacturer" by assembling composite sets from parts bought in bulk. Ring's radio receivers, he advertised "Run Rings Around Any Other". He sold about 150 of them. He also "manufactured" equipment for radio amateurs and otherwise served as a general public service radio man.

The first of a long line of Ring transmitter installations began in 1924, when the young engineer, still at the University, installed the magnificent new "super-power" 50-watt transmitter in Knoxville, Tenn., for the First Baptist Church. Its call was WFBC—the progenitor of the WFBC now at Greenville, S. C., where it subsequently was moved. That started him seriously into radio engineering, for the same year, when General Electric Co. made its annual scouting expedition for likely engineering talent at colleges, it picked up Mr. Ring.

To Schenectady went the gangling youth as a member of GE's student training corps at 50 cents per hour. With him at that time were such present day figures in broadcasting as Joseph A. Chambers, former WLW chief engineer and now a consulting engineer in Washington; A. B. Chamberlain, CBS chief engineer; I. R. Baker, chief of transmitter sales of RCA, and Harold Vance, RCA branch head in Chicago.

Young Ring first found himself as an assistant at WGY, GE's clear-channel station. Shortly afterward he installed at that transmitter the first automatic crystal control designed to keep the station on its frequency without manual operation. That was his first accomplishment. Next he was assigned to the engineering department of the company and went into high-power broadcast transmission. WGY, during early morning hours even in those days of 1927 and 1928, operated with variable superpower of 50,000 to 400,000 watts, to test the efficacy of such energy.

The first 100 kw. vacuum tube developed in GE's laboratory received its tests on this transmitter, under supervision of Engineer Ring. There were modifications aplenty and before the experimentation was completed, GE had spent something like $100,000 for

*(Continued on page 59)*

## PERSONAL NOTES

**JOHN SHEPARD 3d**, president of Yankee Network, was severely shaken in an automobile accident Sept. 13 when his sedan crashed into a tree on Jamaicaway, Boston. The car was badly wrecked, but Mr. Shepard was released from the hospital after a short stay.

**LUELLA LAUDIN**, secretary and prime mover of the Women's National Radio Committee, has resigned that post and Miss Ruth Rich is now serving as acting secretary. A meeting will be held this month to select Miss Laudin's successor.

**RODNEY P. LIEN**, treasurer of Iowa Network, has returned to banking, becoming executive vice-president of The First National Bank of Lima, O. His duties are being taken over by Luther B. Hill, executive vice-president of the network, with Robert Tincher promoted to the assistant treasurership. Duane Peterson takes Tincher's place, with Shirley Greenberg as assistant.

**EDGAR JACOBS** has been named commercial manager of WFBL, Syracuse, to succeed Charles Glover Delaney, who returned to WESG, Elmira, to become commercial manager of that station.

**FRED PABST**, general manager of the Don Lee organization in Northern California, has returned to San Francisco after a conference in Chicago with officials of Mutual Broadcasting System, where he discussed plans for the active affiliation of the two networks, scheduled for Dec. 29.

**JOHN M. DOLPH**, formerly with the N. W. Ayer & Son organization in the East, late in September was appointed Pacific Coast sales manager of CBS at San Francisco.

**ROBERT LELAND**, who served his apprenticeship at KLX, Oakland, has joined the commercial department of KYOS, Merced, Cal., new local station which started operating in September.

**EDWARD M. KIRBY**, sales promotion manager of WSM and the National Life and Accident Insurance Co., Nashville, on Sept. 17 married Miss Marjorie Arnold, of Nashville.

**WILLIAM H. WEST**, manager of WTMV, E. St. Louis, has been named a governor of the Advertising Club of St. Louis.

**LAMBERT B. BEEUWKES**, effective Oct. 1 was appointed sales promotion manager of KYW, Philadelphia, and John H. Hinchey, formerly sales manager of WCBA-WSAN, Allentown, Pa., joins the station on the same date as a member of the sales staff. Mr. Beeuwkes was formerly with Conquest Alliance Co. and WHAT, Philadelphia.

**FRANCIS P. MALONE**, recently news editor of WIOD, Miami, and formerly city editor of the *Miami Daily News*, has been named acting manager of the station, succeeding Jesse Jay, who has sold his entire interest in WIOD to the newspaper owners. Executive director of the station is Hal Lishon.

**LORRIN THURSTON**, general manager of KGU in Honolulu, who is also publisher of the *Honolulu Advertiser*, operating the station, and his brother, Robert S. Thurston, were in San Francisco last month for several days, combining business and pleasure. Lorrin Thurston returned to Honolulu Sept. 25 but his brother, who is national advertising director of the *Honolulu Advertiser* and takes an active part in the station's management, is remaining for several weeks to visit New York and other eastern cities.

**DONALD THORNBURGH**, CBS vice-president in charge of Pacific coast operations, returned to his headquarters at KNX, Hollywood, late in September after visits to Chicago and New York headquarters of the network.

**RALPH WONDERS**, head of the CBS Artists Bureau, New York, arrived in Hollywood in mid-September on a business trip. Peter de Lima has been transferred from New York to Hollywood to take charge of the department.

**TED MATHEWS**, program director of WNAX, Yankton, S. D., has been promoted to commercial manager of that station, succeeding Kenneth L. Marsh, resigned.

**HAROLD SCOTT**, formerly of KGNC, Amarillo, Tex., has joined the sales staff of KFYO, Lubbock, Tex., also owned by the Plains Broadcasting Co. Quanah Parker has rejoined the sales staff of KFYO.

**DEWEY LONG**, for three years with the sales department of WBT, Charlotte, has been named sales manager. Ray C. Koon, of Philadelphia, and a former artist on New England stations, has joined the WBT sales staff.

**LEON B. STONE**, formerly in band booking and artist bureau activity, has been named sales manager of WIBA, Madison, Wis.

**MARTIN CAMPBELL**, director of WFAA, Dallas, is a member of the faculty of the Little Theater of Dallas as a lecturer on radio in its school of the theater which started its fall term Sept. 17.

## Clifford N. Wise

**CLIFFORD N. WISE**, 26, son of Russell B. Wise, announcer on the staff of WTAM, Cleveland, died in August as the result of a fall over an embankment in a rocky ravine in Bainbridge, near Cleveland. In the Sept. 15 issue of BROADCASTING, it was erroneously reported that the youth was Charles Wise, formerly public relations director of WKRC, Cincinnati. The latter has just returned from a two months' trip in Europe where he studied continental broadcasting, and now has in mind reentering radio in this country. Clifford Wise was connected with the Cleveland office of Associates Investment Co., South Bend. The accident occurred Aug. 16, Wise dying Aug. 24 without regaining consciousness. His skull was fractured in the fall, which occurred when he slipped and fell into a ravine. During the winter of 1933-34, he was identified with a children's program on WDRC, Hartford.

## BEHIND THE MICROPHONE

**ALUN WILLIAMS**, announcer of WIP, Philadelphia, has been named production director, taking the place of Howard Jones, named news editor and special events chief. Jeff Baker, formerly of WIP, has joined WTAR, Norfolk.

**ARTHUR Q. BRYAN**, announcer of WHN, New York, and formerly of WIP, Philadelphia, leaves Oct. 1 for Hollywood where he will become a scenario writer for Paramount.

**GORDON DE BORDE BROWN**, announcer of KJBS in San Francisco, who conducts the *Night Owl* program on that station, suffered a broken right shoulder and other injuries in an auto accident Sept. 20.

**JACK RILEY**, formerly press agent for Ben Bernie and Olsen & Johnson, has been appointed publicity director of WINS, New York, succeeding Harriet Menken who resigned to rejoin King Features Syndicate as a writer of radio continuity.

**BOBBY GRIFFIN**, one of the two original announcers of WHO, Des Moines, has returned to the station after an absence of six years. During two years of his absence he was chief announcer of the Century of Progress in Chicago. The remainder of the time was spent with KYW, Chicago, and KSD and KWK, St. Louis.

**KENNY HIGGINS**, announcer at KYA, San Francisco, has gone to KFRC, that city, taking the post vacated by the resignation of Grant Pollock, now on the NBC announcing staff.

**ROCK ULMER**, formerly of WHO, Des Moines, has joined the announcing staff of KSTP, St. Paul.

**LUCILLE EDWARDS**, in charge of commercial announcements at KSTP, St. Paul, is to be married in Holy Name Cathedral Oct. 3 to Pat Murphy, NBC leading man and a former KSTP announcer. They will live in Chicago.

**HAMPTON KEATHLEY**, formerly of KMAC, San Antonio, and James Harris, formerly of WBAP, Fort Worth and Ohio stations, have joined KFJZ, Fort Worth.

**NANCY GREY**, news commentator of WTMJ, Milwaukee, and G. E. Stedman, vice president in charge of marketing, Cramer-Krasselt Co., Milwaukee, spoke at the fall conference of the Women's Advertising Club of Milwaukee, held Sept. 19-20.

**ART SMITH**, announcer of KRNT, Des Moines, is to marry Miss Loretta Wettengel, of Appleton, Wis., Oct. 3.

**MAY-FLOYD SINEX** has joined the continuity staff of the Iowa Network.

**JACK KERRIGAN**, formerly of WOC, Davenport, has joined WHO, Des Moines.

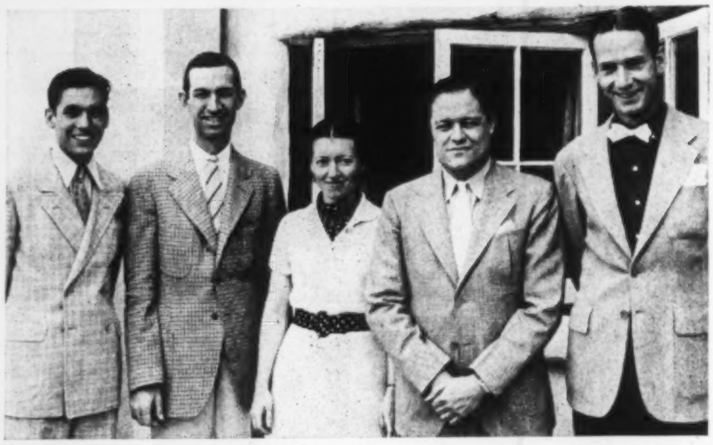
**JOSEPH PIERSON**, formerly with WHAS, Louisville, has joined WNOX, Knoxville, as program director, succeeding John Mayo, resigned.

**LES BIEBL**, announcer of WPTF, Raleigh, was to be married Oct. 1 to Miss Lucy Sacco, of Red Bank, N. J.

**JAMES F. CLEMENGER**, announcer of WMCA and Inter-City Group, has been named production supervisor for a series of WPA movies and has been given a leave of absence.

**GEORGE GUNN**, formerly of WFLA, Clearwater, has been named assistant program director of WCSC, Charleston, S. C. He was succeeded at WFLA by Paul Jones.

**DON WILSON** has signed as master of ceremonies for the fourth consecutive year with Jack Benny and the *Jell-O* program. He went by plane from New York to Hollywood for the opening program Oct. 4 from the Hollywood NBC studios.



**OBSERVE ANNIVERSARY**—Executives of KTSM, El Paso, had themselves photographed in honor of the station's completion of seven years on the air. Left to right are Roy Chapman, assistant program director; Carl Wyler, manager; Fern Lamberson, secretary; J. M. Qualtrough, announcer; Van Des Autels, chief announcer.

**RAY LACKLAND**, formerly of KRLD and WRR, Dallas, and other southwestern stations, has joined the radio staff of the Texas Centennial, Dallas. James Crocker, formerly of WOAI, San Antonio, is directing Centennial grounds programs, succeeding Bob Coleson, named director following the resignation of Clyde Vandeburg.

**JERRY GARNJOBST**, announcer of WNAX, Yankton, S. D., was married in August to Miss Marjorie Jordan, of that city.

**WILLIAM MURRAY**, in charge of radio for the William Morris theatrical agency, New York, arrived in Hollywood late in September in connection with talent for the new Eddie Cantor and Al Jolson shows.

**HOWARD SWART** opened offices at 6411 Hollywood Blvd., Hollywood, late in September with a radio script service.

**JACK ODELL**, news reporter and announcer at WAAF, Chicago, has been seriously ill with pneumonia. Milton Morris is substituting.

**HECTOR CHEVIGNY**, staff writer for Radioaids Inc., Hollywood transcription producer, has been appointed continuity editor for CBS with quarters at KNX, Hollywood.

**DENNIS A. WOOD**, formerly of WMT, Waterloo, and WHBF, Rock Island, has been named studio director of WIBA, Madison, replacing Gordon Swarthout, now in the Chicago office of *Radio Guide*.

**EDWARD ROBINSON**, with KNX, Hollywood, two years in the promotion department, has been appointed head of radio activities for the G. Stanley Jones Artist Agency, Fox-Wilshire Bldg., Beverly Hills, Cal.

**CLINTON TWISS**, NBC announcer in San Francisco, late in September was transferred to the Hollywood division of the network.

**JACK RADCLIFFE**, formerly with WHO, Des Moines, and WROK, Rockford, has joined the announcing staff of KFAB and KFOR, Lincoln, Neb. Dick Smith, announcer, left radio in September to return to Harvard Law School.

**SHEELY & ROYCE**, Hollywood program agency, has become Sheely & Co. and will continue quarters at the same location. Miss Betty Woods, for two years office manager of Radio Release Ltd., has been added as office manager.

**HAROLD BRATSBERG**, announcer-writer at KFRC in San Francisco, is spending his spare time writing a series of essays on broadcasting.

**BRIAN ELLIOTT**, formerly with CJRC, Winnipeg, has joined the production staff of KLZ, Denver.

**JOSEPH BELL**, member of the NBC production staff in San Francisco, has collaborated with Josef Honti, staff conductor, in composing the theme song of the new mystery series *The Bishop & the Gargoyle*.

**HARRY VON ZELL** has been signed as announcer for the new Sunday night series on NBC-Blue sponsored by General Foods Inc. (Minute Tapioca) and featuring *Col. Stoopnagle & Budd*.

**HOWARD BAILEY**, active in dramatics at the College of the Pacific last year, has joined KFBK, Sacramento, as an announcer.

**HAROLD SPARKS**, announcer of KFYO, Lubbock, Tex., was married recently to Miss Fay Fleming, of Lubbock.

**WILLIAM H. CLIFFORD**, new to radio, has been added to the announcing staff of KGGC, San Francisco, taking over the duties of George Tolin, transferred to special features.

**RAY APPLEBY**, formerly with CBS in Chicago, on Sept. 16 became program director of KEHE, Los Angeles, a newly created post. Mayfield Kaylor continues as production manager.

**ROBERT ARMSTRONG**, formerly of WMAZ, Macon, Ga., WFBC, Greenville, S. C., and WRDW, Augusta, Ga., has joined WDNC, Durham, N. C.

**HOWARD PERRY**, director of radio and publicity for McFadden Publications, New York, was in San Francisco Sept. 21-22 in the interest of the NBC network *True Story Court of Human Relations*.

**ADRIAN J. FLANTER**, formerly sales promotion manager of WBS and Columbia Phonograph Co.'s transcription division, has opened an office in the RKO Bldg., New York, to specialize in radio relations, including sales promotion, publicity and artist representation. Among his first clients are Bernhard Levitow and Veronica Wiggins.

**WAYNE GRIFFIN**, script writer for NBC in San Francisco, late in September joined KHJ, Los Angeles, in its continuity department. Ted Bliss, chief announcer, will hereafter devote his time to writing and producing. Bill Kuser has been propromoted to the post of chief announcer.

**RUSH HUGHES**, doing the Langendorf *Pictorial of the Air* via NBC from San Francisco five quarter-hours a week, late in September moved his family to Los Angeles and will broadcast the series from the Hollywood studios during the winter months.

**HARRIETT HARRIS** joined the continuity staff of KFWB, Hollywood late in September.

**ROBERT TAPLINGER**, head of Robert S. Taplinger Inc., New York and Hollywood public relations firm, arrived in Hollywood late in September on a brief trip in connection with the *Nelson Eddy* program.

**ARCH OBOLER**, author of NBC's *Lights Out* and other programs, has written his first book, *Everything Happened to Him*, a novelized biography of Tex Rickard, to be published early in October.

**DELL KING**, formerly of KMOX and KWK in St. Louis, recently joined the announcing staff of WAAF, Chicago, where he is announcing the *Breakfast Express*.

**CLAIR SHADWELL** will act as program director of WBT, Charlotte, N. C., when Charles H. Crutchfield is away from the station for Atlantic Refining Co. football broadcasts.

**MARGARET SICELOFF**, formerly of WWNC, Asheville, N. C., has joined WBT, Charlotte, N. C., as secretary to Dewey Long, newly-appointed sales manager for the station.

**JEAN PAUL KING**, free lance announcer who is heard on NBC, CBS and MBS, is announcing for Warner Brothers' pictorial and travelogue shorts between broadcasts. His first one, *Sweden*, will be released in October.

**EDMUND TURNER**, formerly of Iowa Broadcasting System, has joined WNOX, Knoxville.

**FRANCIS PETTAY**, formerly of WJW, Akron, and WBNS, WCOL, Columbus, has joined WKRC, Cincinnati.

**ROBERT WALSH** has resigned as staff announcer of WAAT, Jersey City, to take over the programs of the Michaels Credit Department Store, Newark, and will alternate his shows between WAAT and WNEW.

### NBC West Coast Shifts

**JERRY McGEE**, formerly sound effects man in the NBC's Hollywood studios, has been transferred to San Francisco, replacing Joseph Thompson, producer, who resigned to devote his time to free lance writing. Edward Ludes, announcer in San Francisco, has gone to Hollywood to take over McGee's post. He will also announce and produce several programs. Clinton (Buddy) Twiss, on the San Francisco announcing staff since 1934, has also been transferred to the Hollywood studios in a similar capacity and will write and assist in production. Twiss takes over the duties of Walter Bunker Jr., who has gone to the network's production department there. Melvin Vickland, San Francisco junior announcer, has been promoted to full seniority. James F. Matthews, formerly with KIRO, Seattle, has been brought in to fill the juniorship vacated by Vickland. Grant Pollock, announcer at KFRC in San Francisco for several years, has joined NBC in that city in a similar capacity.

### Heads CBS Service

**WILFRID DAVIS**, San Francisco artists manager, has been appointed western representative of the Columbia Community Concert Service, a subsidiary of CBS. He will continue to make San Francisco his headquarters. Appointment was made by Arthur L. Wisner of Columbia Concerts Corp.

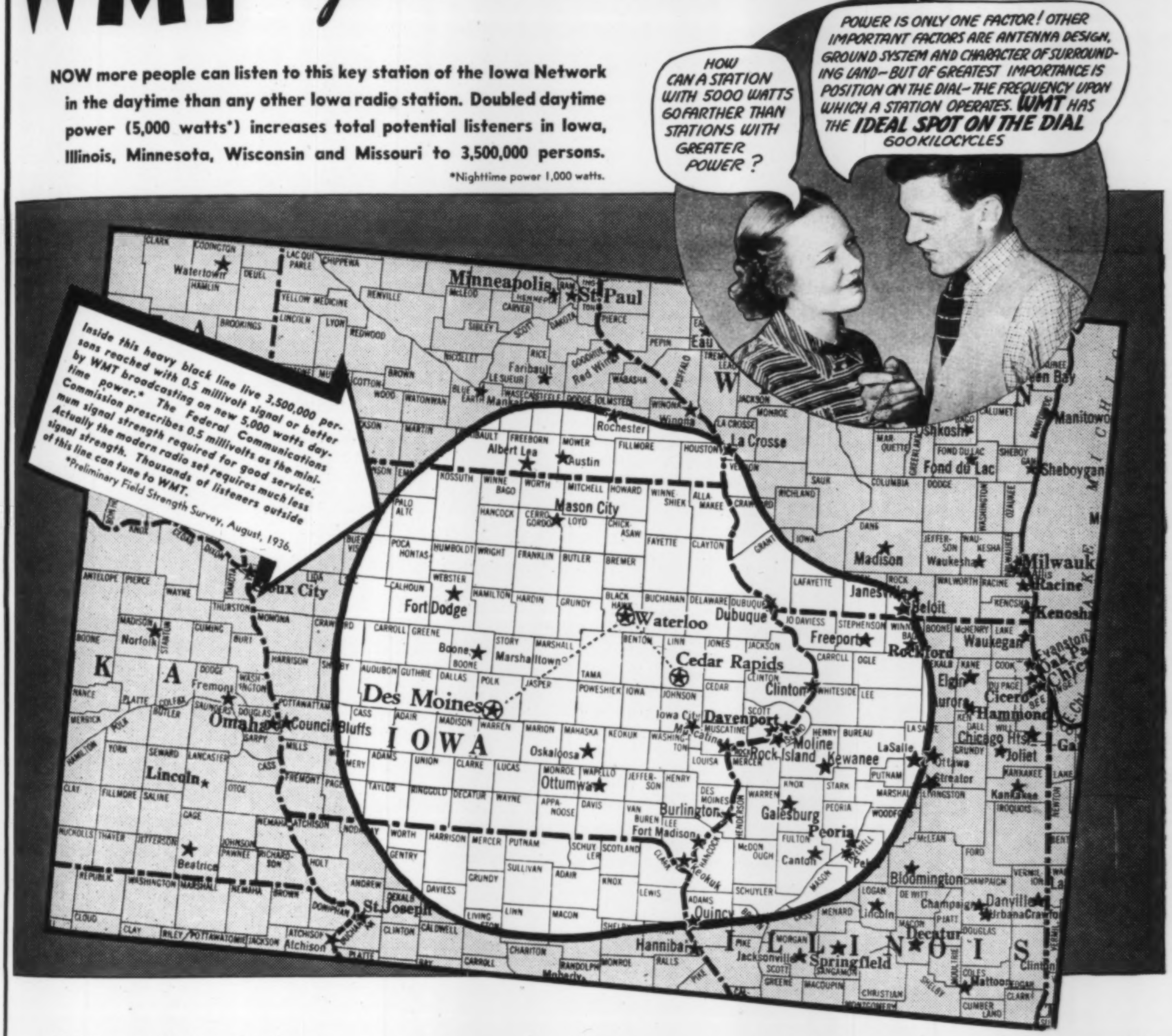
**CUBA** is planning a high-power government - owned broadcasting station to spread tourist propaganda in the United States.

XUM

# WMT 600 KILOCYCLES -daytime- is now Iowa's LARGEST station

**NOW more people can listen to this key station of the Iowa Network in the daytime than any other Iowa radio station. Doubled daytime power (5,000 watts*) increases total potential listeners in Iowa, Illinois, Minnesota, Wisconsin and Missouri to 3,500,000 persons.**

*Nighttime power 1,000 watts.


HOW CAN A STATION WITH 5000 WATTS GO FARTHER THAN STATIONS WITH GREATER POWER?
POWER IS ONLY ONE FACTOR! OTHER IMPORTANT FACTORS ARE ANTENNA DESIGN, GROUND SYSTEM AND CHARACTER OF SURROUNDING LAND—BUT OF GREATEST IMPORTANCE IS POSITION ON THE DIAL—THE FREQUENCY UPON WHICH A STATION OPERATES. WMT HAS THE IDEAL SPOT ON THE DIAL 600 KILOCYCLES
Minneapolis
St. Paul
Watertown
Faribault
Red Wing
Mankato
Rochester
Winona
La Crosse
Albert Lea
Austin
Mason City
Fort Dodge
Sioux City
Waterloo
Dubuque
Cedar Rapids
Boone
Marshalltown
Des Moines
IOWA
Norfolk
Fremont
Omaha
Council Bluffs
Lincoln
Beatrice
Oskaloosa
Ottumwa
Iowa City
Davenport
Muscatine
Clinton
Rock Island
Moline
Kewanee
Freeport
Rockford
Burlington
Fort Madison
Keokuk
Galesburg
Peoria
Canton
Pekin
Quincy
Hannibal
St. Joseph
Atchison
Jacksonville
Springfield
Decatur
Bloomington
Champaign
Urbana
Danville
Mattoon
LaSalle
Ottawa
Streator
Kankakee
Joliet
Elgin
Aurora
Cicero
Hammond
Chicago Hts.
Evanston
Oak Park
Chicago
Waukegan
Kenosha
Racine
Milwaukee
Waukesha
Madison
Janesville
Beloit
Oshkosh
Fond du Lac
Sheboygan
Manitowoc
Green Bay
Eau Claire
K A
W
I L L I N O I S

Inside this heavy black line live 3,500,000 persons reached with 0.5 millivolt signal or better by WMT broadcasting on new 5,000 watts daytime power.* The Federal Communications Commission prescribes 0.5 millivolts as the minimum signal strength required for good service. Actually the modern radio set requires much less signal strength. Thousands of listeners outside of this line can tune to WMT.

*Preliminary Field Strength Survey, August, 1936.

> **"Tain't enough to make 'em hear you. If you want to get 'em you've gotta interest 'em."**
> **—Milford Beeghley, twice State Champion hog-caller of Iowa.**

RIGHT YOU ARE, Mr. Beeghley. We are the last ones to cite power as proof of radio popularity. Our policy has always been to *interest* them. WMT's mail report long ago proved that 0.5 millivolts is unnecessary if the programs are right.

In publishing this preliminary field strength survey, and in publishing the completed field strength survey which will follow, we are not insinuating that all radio sets within the 0.5 millivolt line tune to WMT. We look upon our increased area as a challenge. A challenge which we are thrilled to meet. For after all, the listeners must be able to hear us before we can interest them. Doubled power means that now our old friends can hear us better—and that we have an opportunity to make a lot of new friends. We are depending on our programs to do the rest.

Naturally this boost in daytime power for WMT means that the Iowa Network is even a better buy for the advertiser than formerly. One station of the Network, WMT, with studios in Cedar Rapids and Waterloo, throws a 0.5 millivolt signal into five states to make the above map. Now visualize the map with either KRNT or KSO in Des Moines added to the picture. Duplicate coverage, yes. But duplicate coverage in one of the most important sections of the state. Also, remember that with a Network hookup of WMT and KRNT it is possible to reach both NBC and Columbia audiences. But that is a separate story. If you are interested in hearing it, write or wire now—or get in touch with the nearest office of our representatives: E. Katz Special Advertising Agency.

# THE IOWA NETWORK

**Two Network combinations available: WMT, Cedar Rapids-Waterloo linked with either KRNT or KSO in Des Moines.**

KRNT — CBS Basic
WMT — NBC Basic Blue
KSO — NBC Basic Blue

# 21 Proved Radio Markets in One Easy-to-Buy Package

**The twenty-one member stations which are links in the ABC Radio market chain were long established in listener acceptance and proved sales fertility before this network's formation. ABC has "packaged" these markets in easy-to-buy form. One order, one program, one point of contact replaces twenty-one, reaches ten million listeners simultaneously.**

**Market accessibility is ABC's basic reason for existence. Add availability of greater program resources, the economy of one program — whether "live" or transcription — serving twenty-one outlets, a centralized source of market and other data, and it becomes evident that we've got something.**

**Already several major advertisers (listed below) have seen our point. An ABC sales representative will need very little of your time to make it clear to you. It's good business to grant him that time.**

**CAMPANA — OVALTINE**
**REMINGTON RAND**
**PRINCESS PAT**

**AFFILIATED BROADCASTING CO.**
**42nd Floor, Civic Opera Building, Chicago.**

*MEMBER STATIONS*

*Wisconsin*
**WOMT** Manitowoc
**WHBL** Sheboygan
**WRJN** Racine
**WKBH** LaCrosse
**WCLO** Janesville
**WHBY** Green Bay
**KFIZ** Fond du Lac
**WKBB** Dubuque

*Illinois*
**WROK** Rockford
**WTAX** Springfield
**WHBF** Rock Island
**WCLS** Joliet
**WIL** St. Louis
**WJJD** Chicago

*Indiana*
**WTRC** Elkhart
**WEOA** Evansville
**WBOW** Terre Haute
**WLBC** Muncie
**WGRC** New Albany
**WIND** Gary
**WWAE** Hammond

# Broadcast Series Boost Business of Pacific Auto Firm

### First Radio Venture Leads to Big James F. Waters Drive

THE SUCCESS of one of the largest automobile distributors in the world, who is moving his merchandise at an unprecedented rate through radio, bears out the value of fireside advertising. The sponsor, James F. Waters, Northern California distributor of the De Soto and Plymouth automobiles, in San Francisco, became radio minded about a year ago after running a test announcement on KJBS, announcing a sale of new cars. The spontaneous response was beyond all expectations.

Pleased over the success of the initial venture, the company, through suggestion of its advertising director, James H. Diamond, began sponsorship of a quarter-hour program of recordings six days a week over that station.

It clicked in every way, with the result that the sponsor immediately decided to expand his radio activities, and signed with two other San Francisco stations, KYA and KGGC, for a similar type of program supplementing its KJBS broadcasts, and in less than six months piled up a huge audience of pleased listeners and potential automobile purchasers. Commercials on the programs are brief and to the point. A large part of the success of the KJBS program, Mr. Diamond stated, is the presentation of the company's message to the public by Announcer Harry Wickersham.

### Big Dividends

AFTER a six-months' period of these quarter-hour programs on the three stations, the Waters company found its radio broadcasting was paying such large dividends, that, through instigation of Diamond, they doubled their time on KJBS, signing a contract for two quarter-hour broadcasts a day, six days a week, for an indefinite period on KJBS.

Diamond, the radio-minded advertising director, pointing out the success the Waters company has enjoyed in its San Francisco Bay region broadcasts, has urged every De Soto and Plymouth dealer in Northern California to supplement his advertising with radio to get his message to the public. As a result, Diamond stated, dealers from Eureka to Monterey are including either spot announcements or quarter-hour broadcasts on stations in their vicinity.

On occasion of the one-thousandth James F. Waters program over KJBS recently, Diamond, Wickersham, the "drive a new De Soto" voice, and Ralph R. Brunton, general manager of that station, staged a special short ceremony during the broadcast. Diamond, at that time, speaking in behalf of James F. Waters, president of the auto company, commended the use of radio in reaching the potential buyer.

"Mr. Waters is highly pleased with the success that our radio broadcast advertising has been, and will continue to use this medium of reaching the public," Mr. Diamond said. "He has not sliced any of his newspaper or periodical advertising, but is maintaining the radio advertising in conjunction with other media.

"But don't get the idea by that that he considers radio supplementary to newspapers. On the contrary, radio advertising stands on its own legs in this field, and we believe should be so recognized in planning an advertising campaign. This organization, to a man, is convinced that radio can do a real job for large merchandise just as it can for small merchandise found on the grocer's shelf."

ONE-THOUSANDTH — Broadcast on KJBS, San Francisco, observed by James F. Waters, world's largest auto distributor, handling De Soto and Plymouth. Left to right are James Diamond, advertising director of the sponsor; Ralph R. Brunton, KJBS manager, and Harry Wickersham, KJBS program manager and announcer of the twice-daily program.

## Gas Utility NBC Program Extended to West Coast

SIX Pacific Coast gas companies serving 896,000 domestic meters have joined the NBC-Red network carrying the *Mystery Chef* program sponsored through Regional Advertisers Inc., gas utility promotion association. New local sponsors are Southern Counties Gas Co., Los Angeles Gas & Electric Corp., both of Los Angeles; Seattle Gas Co.; Portland Gas & Coke Co.; Mountain Fuel Supply Co., Salt Lake City.

The series now covers territory including 6,850,000 domestic gas meters, 45% of all domestic meters in use, with 136 gas and electric companies as sponsors. The program is designed to stimulate home cooking, build good will and provide prospect lists for gas appliances. Since it started Sept. 4, 1935, under sponsorship of 87 eastern utilities, 822,000 copies of "Be an Artist at the Gas Range" have been requested by listeners at offices of the companies. McCann-Erickson Inc., New York, places the program, which switched Sept. 16 to Tuesdays and Saturdays, 11:30-11:45 a. m.

## Chain Store's Success

FIRST NATIONAL STORES Inc., with headquarters in Somerville, Mass., on Sept. 30 started a series of 120 quarter-hour homemakers programs on six Yankee Network stations, Mondays, Wednesdays and Fridays, 9:30-9:45 a. m. The chain claims an increase of more than 18% in shipments as a result of its broadcasts last year on WNAC, WORC and WTIC, and has expanded the network to include WNAC, WEAN, WICC, WTAG, WCSH, WTIC. Richardson, Alley & Richards Co., Boston, has the account.

★ SERVING OVER 200 *Leading* RADIO STATIONS ★

AZ
EATE
HOW
ARTH

# IF IT'S SIZE YOU WANT—
## WE HAVE THAT, TOO!

THE Standard Program Library and related services* make available, in the course of a year, the impressive total of almost 2,000 separate and distinct musical selections. But it's not size alone—it's the *content*, the *novelty*, the *showmanship* of Standard transcriptions which have placed Standard *first* in sales this season: 43 Library contracts signed within the last sixty days alone!

*The LIBRARY provides 800 initially (no deadwood) and from 400 to 500 within the year: SONS OF THE PIONEERS, 275; ORGAN TREASURES, 200 (more to follow); KAY KYSER and KING'S MEN, 200. And—at the lowest per-program cost!

★ THE KING'S MEN
★ THE LAST NIGHTER
★ SUPER-SOUND EFFECTS
★ STANDARD PROGRAM LIBRARY

★ OSCAR and ELMER
★ ONCE UPON A TIME
★ SONS OF THE PIONEERS
★ KAY KYSER'S ORCHESTRA

★ CUSTOM-BUILT FEATURES

# STANDARD RADIO
INC

6404 Hollywood Blvd., Hollywood, Calif.
180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

### Oyster Shell Spots

OYSTER SHELL PRODUCTS Co., New York (poultry grit) on Sept. 14 began a series of one-minute live daytime announcements twice weekly on 25 stations. This series will run until Dec. 15 with another schedule to take the air in January, 1937. The stations are: KOA, WLS, WGBF, WFBM, WHO, KMA, WMT, WIBW, WBZ-WBZA, WJR, WCCO, KFVS, KFRU, KFEQ, KWTO, KMMJ, KFAB, WJAG, WGY, WKBH, WCLO, WTMJ, KSCJ, WHKC. Husband & Thomas Inc., New York, is the agency.

## MUSIC 'HATES' OF LISTENERS

### CBS Poll Finds 23% Despise Ultra-Modern Types Most, With Jazz a Close Runnerup

RESULTS of the poll of listeners to the CBS Sunday afternoon *Everybody's Music* concert series show that radio followers of serious music are not agreed on their dislikes. To the question, "What in music disturbs, puzzles, and displeases you?" 23% named ultra-modern music as the most unpopular type.

While listeners were polled only on concert music, 19% voted against jazz, putting it in second place as "controversial music". Concertos followed with but 5% preferring not to hear them; while "hackneyed" masterpieces came next with objections from 4% of the correspondents. Dislikes as to composers were spread so evenly that none could be barred from continued hearings on the basis of the poll.

Henry M. Neely, commentator of the *Everybody's Music* series, said: "Well, we might as well be frank: There wasn't any verdict. A lot of letters came in and they told us what the writers hated in music. But the disagreement was remarkable.

"The figures don't prove that Conductor Howard Barlow should stop playing any particular kind of music. But our listeners told us *why* they were annoyed by certain pieces, and that has helped us enormously in planning what to say and what to illustrate on these programs. The letters were fascinating, and they were extraordinarily intelligent. What we liked the best was the great number of letters that said, 'We haven't any hates in fine music. We don't understand all of it perhaps, but we want to hear it all. Play old music, new music, romantic music, but give us music by all the fine composers'. Well, that made us feel in a new way that this program was achieving its purpose—to help make the best music *Everybody's Music*."

### Legion Auxiliary Award Is Given to CBS School

THE FIRST radio award of merit offered by the American Legion Auxiliary has been bestowed upon the *American School of the Air*, CBS educational feature which is resuming its fall semester this month with afternoon broadcasts each weekday designed for classroom reception. The presentation was made by Mrs. William H. Corwith, radio chairman of the Auxiliary, who said the award was being given to the program having "the greatest appeal to the patriotism of our people" and providing "a benefit to the children of the nation."

William S. Paley, CBS president, in accepting the award said that it was an added incentive to all broadcasters and told the Auxiliary that "it is a source of great encouragement to us to know that, as our responsibilities increase, we have your interest, cooperation and support." Mr. Paley paid tribute to the *School of the Air* work of Dr. William C. Bagley, professor of education at Teachers' College, Columbia University, and his advisory committee, and to Miss Helen Johnson, director of the series.

### Harris Soap Plans

HARRIS SOAP Co., Buffalo, N. Y., sponsoring the *Mrs. Ross: Your Friend and Mine* program locally, has appointed Armand S. Weill Co. Inc., Buffalo agency, as advertising counsel. Now promoting its soap chip and flake products, with a 10-inch chromium-plated copper skillet offered as a radio premium, the company has plans for expanded use of the radio, particularly to promote its Ready Suds, a granulated powder soap.

EDWIN FRANKO GOLDMAN, composer and conductor of the famous Goldman Band concerts in Central Park, heard over NBC networks, on Sept. 14 was decorated with the medal of the Order of the White Lion by the Czechoslovak Republic in recognition of his interest in Czechoslovakian music.

The CAROLINAS present *a Combination Market*........... here is the combination to open it.

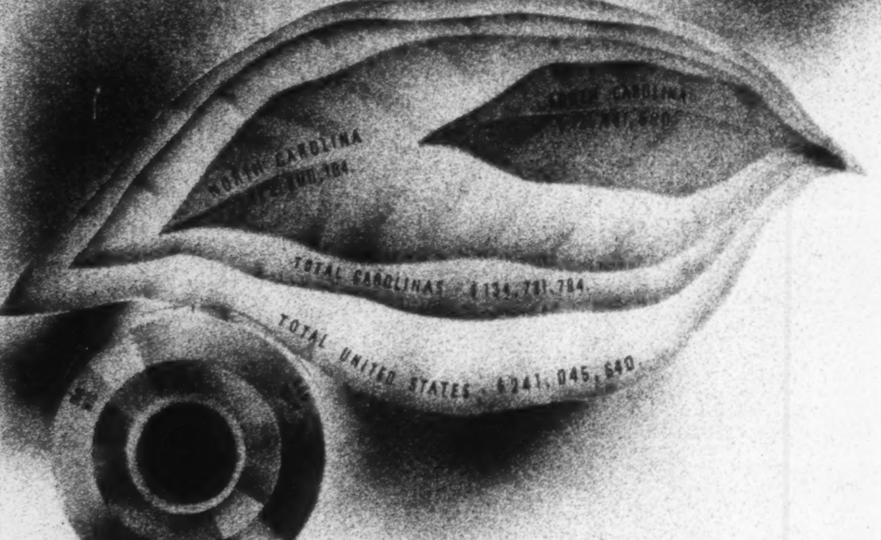
**WIS**
COLUMBIA, S.C.

**WPTF**
RALEIGH, N.C.

A "COMPETITIVE" COMBINATION RATE

Carolina rural listeners like HIGH average tobacco prices and LOW frequency radio stations . . . they're getting both. But they get a double dose of the latter from **WPTF**'s 680-kc and **WIS**'s 560-kc. These *two* dominant Carolina NBC stations are now available at *one* combination rate.

*REPRESENTED BY*
FREE, JOHNS & FIELD, INC.


NORTH CAROLINA
SOUTH CAROLINA
TOTAL CAROLINAS - $134,781,784
TOTAL UNITED STATES - $241,045,640

. . . *get your share of this tobacco money!*

# *No cow pasture*

# TOUCHDOWNS

Gridiron gladiators never make the "All-America" by barging on beyond the goal line. It's what they accomplish within the chalk lines of the playing field that counts.

And so it is with radio advertising. Touchdowns out in the cow pastures are just so much waste effort (not to mention how the ad-appropriation is thrown for a loss).

But here is one thing more and more advertisers are discovering. They can play all over Northern Ohio . . . but the scores are made where the play can be concentrated . . . in seven counties . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . the area covered thoroughly and most economically by WGAR.

Here smart advertisers play to nearly two million humans (better than 1/3 Ohio's population). Here their audience is made up of people who spend one of every three dollars rung up by Ohio retailers.

When we "call signals," they register one-half millivolt or better in these seven counties, *the state's richest market.* And, because we mass our attack inside the scoring zone . . . WGAR is the teammate of advertisers who want more sure-score touchdowns in Northern Ohio.

# W·G·A·R

**"CLEVELAND'S FRIENDLY STATION"**

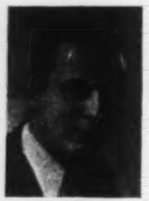
Member N B C Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

## NAB Commercial Section Expanded

### New Groups For Sales Forms And National Sales Methods

ADDING two committees to the new Commercial Section of the NAB, President C. W. Myers on Sept. 19 made public the full memberships of the NAB units, supplementing his announcement a fortnight ago of four committee chairmen. All of the committees, under the plan, will function under H. K. Carpenter, general manager of WHK, Cleveland, chairman of the Commercial Section.

In addition to the Committee on Radio Research, the Division of Sales Managers and the Committee on Radio Promotion, previously announced [BROADCASTING, Sept. 15], Mr. Myers jointly with James W. Baldwin, NAB managing director, announced the formation of the Committee on National Sales Methods and Costs and the Committee on Standardization of Sales Forms. John F. Patt, general manager of WGAR, Cleveland, and an NAB director, was named chairman of the former committee, with Martin B. Campbell, manager of WFAA, Dallas, as chairman of the standardization of sales forms unit.


Mr. Patt

Mr. Campbell

Previously, Arthur B. Church, president of KMBC, Kansas City, had been named chairman of the Radio Research Committee, to which is entrusted the task of developing a plan for a cooperative bureau to authenticate station coverage and listener habits. J. Buryl Lottridge, sales manager of KFAB and KOIL, had been designated chairman of the Sales Managers' Division, and John J. Gillin, manager of WOW, Omaha, and an NAB director, had been named chairman of the Committee on Radio Promotion.

At the same time, the NAB announced the membership of the Committee of Five, selected from the membership of the Radio Research Committee, which will carry on the active cooperative campaign with the Association of National Advertisers and the American Association of Advertising Agencies for the creation of the audit bureau. Each of the trade associations has a membership of five on the Joint Committee on Radio Research, which now is being financed through contributions of NBC and CBS with a pledged fund of $30,000.

Mr. Church was reappointed chairman of the committee. Others reappointed were H. K. Boice, CBS sales vice president; Roy Witmer, NBC sales vice president, and J. O. Maland, vice president of WHO, Des Moines. The fifth member named was Mr. Baldwin, since his appointment was ordered by resolution at the last NAB convention. Alfred J. McCosker, president of WOR, and chairman of Mutual Broadcasting System, previously had served on this committee.

The NAB's Research Committee comprises seven members, aside from Mr. Baldwin. In addition to those already named serving on the Committee of Five, are William J. Scripps, radio director of WWJ, Detroit; Theodore C. Streibert, vice president of both WOR and Mutual, and John Elmer, WCBM, Baltimore, also an NAB vice president.

Membership of the other units of the Commercial Section were announced as follows:

Committee on Radio Promotion—Mr. Gillin, WOW, chairman; Gardner Cowles Jr., KSO, WMT, KRNT; John E. Fetzer, WKZO; Harrison Holliway, KFI-KECA; Donald Withycomb, WFIL; Don Searle, WIBW; Edgar T. Bell, WKY.

Committee on National Sales Methods and Costs — Mr. Patt, WGAR, chairman; C. M. Everson, WHKC; J. H. Ryan, WSPD; Edwin M. Spence, WBAL; E. B. Craney, KGIR; Dale Robertson, WIBX; Rev. James A. Wagner, WHBY.

Committee on Standardization of Sales Forms—Mr. Campbell, WFAA, chairman; Barry Bingham, WHAS; I. R. Lounsberry, WGR-WKBW; William S. Hedges, NBC; John J. Karol, CBS; Harry Stone, WSM; Earl J. Glade, KSL.

Division of Sales Managers — Mr. Lottridge, KOIL-KFAB, chairman; L. H. Avery, WGR; Hale Bondurant, WHO; J. Leslie Fox, KMBC; H. M. Feltis, KOMO-KJR; John W. New, WTAR; Edward A. Allen, WLVA.

## Rochester School of Air Under WHAM Auspices Enters Its Seventh Year

ROCHESTER'S largest and most widely attended school was called to order Sept. 14 from the studios of WHAM as the *Rochester School of the Air* resumed its broadcasting schedule, opening its seventh consecutive scholastic semester of radio education.

The 1936-1937 schedule of the *Rochester School of the Air* not only features lessons in science, music appreciation, educational and vocational guidance, current events and art appreciation for elementary grades, but also for the first time includes radio lessons in science, English, music and social science for students of the secondary schools. The school is supervised by administrative staff of the Rochester public school system and Lew Stark, WHAM educational director, and it is presented by teachers and supervisors who have a particular interest in, and aptitude for radio teaching.

For the eighth season, musical classes of the *Rochester School of the Air* will be presented by the Rochester Civic Orchestra broadcasting through the facilities of the NBC-Blue network, on alternate Tuesdays. 1:45-2:15 p. m. beginning Oct. 20, and will be a part of the secondary school division intended primarily for pupils of high school classes. Concerts for pupils of the fifth, sixth and seventh grades will also be played by the Rochester Civic Orchestra and will be broadcast locally on alternate Tuesdays beginning Oct. 20, 2:30-3 p. m.

Starting in 1933, the ethereal school went on the air with lessons in science, geography and civics. Since then registration and subjects have continued to increase until at present Rochester School of the Air classes are participated in by all of Rochester's 55 schools and are utilized in classrooms as far distant as East Holyoke, Ill.

LIKE A CAT with ONE KITTEN you'll think that *your* account is the only one we have!

**There's Fur Flying When WIBW Starts Delivering Your Sales Message**

● WHY? Because we're not content with simply putting your program or sales message "on the air." Anyone could do that! Instead, we determine the *type* of purchaser who will be most interested in your product. Then we schedule your message at a time when there is an *already* established audience of this type listening to entertainment of proved appeal.

● BUT that's not all! Results are checked and rechecked. We're continually seeking improvement. WIBW has an enviable reputation for doing an outstanding selling job and this reputation must be preserved. That's why we're never satisfied. That's why the results we get for you will make you think that your account is the only one we have.

● LET us deliver your sales message. We'll stick out our claws, put up our back and fight for the increased business that you have a right to expect from this rich Kansas area.

**WIBW**—Topeka—"The Voice of Kansas"

Owned and operated by The Capper Publications—Don Searle, Gen. Mgr.
*Represented by Capper Publications in*
New York—Chicago—Kansas City, Mo.—Cleveland—Detroit—San Francisco

# "THANK YOU, MR. SACHS"

"We are pleased to forward the attached 39-week extension of our contract on WENR. On September 6th we celebrate our second year on the air with the Sachs' Amateur Hour. During the 20 weeks it has been on WENR, we have been very enthusiastic over the results obtained.

"We are confident that WENR will make the weeks to come as pleasant and prosperous as those just past."

*In Chicago, it's*

**WENR** **50,000 WATTS**

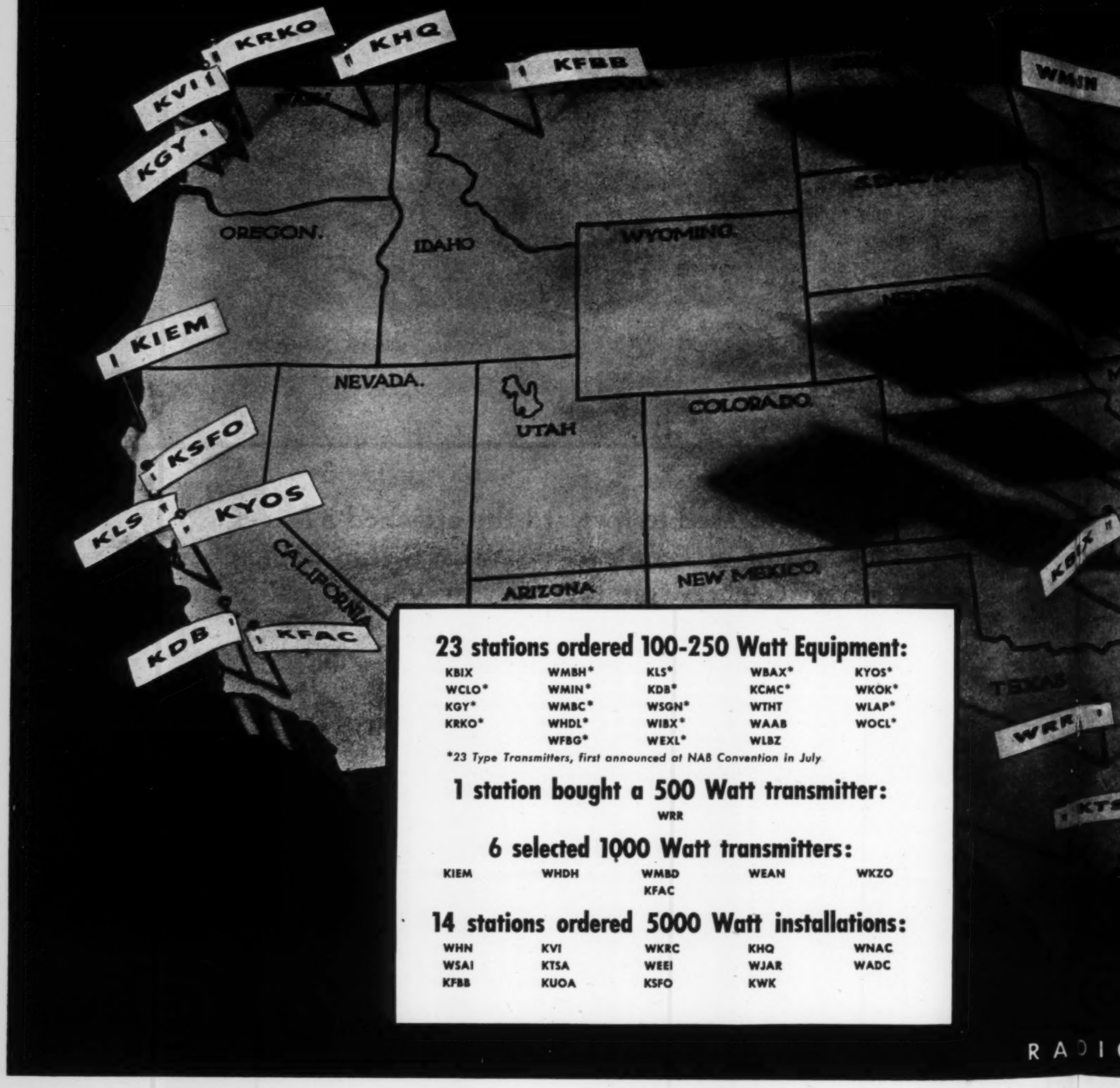
**A Blue Network Station**

*Completely programmed by NBC*

# There must be a

# 44 stations elected to go

# in the last nine


KRKO
KHQ
KFBB
KVI
KGY
OREGON.
IDAHO
WYOMING.
KIEM
NEVADA.
UTAH
COLORADO.
KSFO
KYOS
KLS
CALIFORNIA
ARIZONA
NEW MEXICO
KDB
KFAC
KBIX
WRR

## 23 stations ordered 100-250 Watt Equipment:

KBIX
WCLO*
KGY*
KRKO*
WMBH*
WMIN*
WMBC*
WHDL*
WFBG*
KLS*
KDB*
WSGN*
WIBX*
WEXL*
WBAX*
KCMC*
WTHT
WAAB
WLBZ
KYOS*
WKOK*
WLAP*
WOCL*

***23 Type Transmitters, first announced at NAB Convention in July*

## 1 station bought a 500 Watt transmitter:

WRR

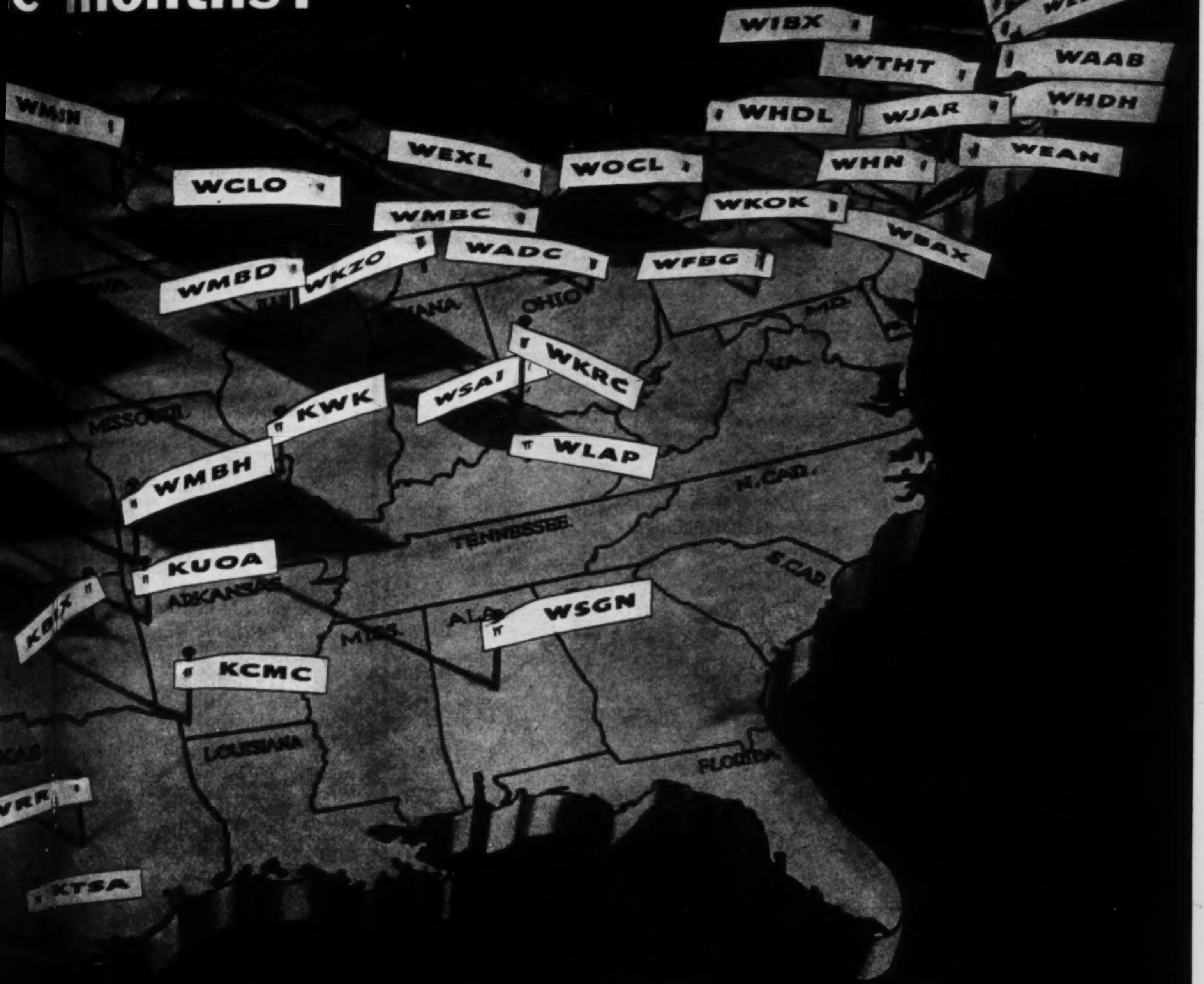
## 6 selected 1000 Watt transmitters:

KIEM
WHDH
WMBD
KFAC
WEAN
WKZO

## 14 stations ordered 5000 Watt installations:

WHN
WSAI
KFBB
KVI
KTSA
KUOA
WKRC
WEEI
KSFO
KHQ
WJAR
KWK
WNAC
WADC

a reason!
go Western Electric
e months!


WLBZ
WNAC
WEEI
WIBX
WTHT
WAAB
WHDL
WJAR
WHDH
WEAN
WEXL
WOCL
WHN
WCLO
WKOK
WMBC
WBAX
WADC
WFBG
WMBD
WKZO
OHIO
MD.
WKRC
WSAI
KWK
MISSOURI
WLAP
WMBH
N.CAR.
TENNESSEE
KUOA
ARKANSAS
S.CAR.
WSGN
ALA.
MISS.
KCMC
LOUISIANA
FLORIDA
KTSA

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

# *Full Schedules and Improved Programs Brighten Autumn Vista on West Coast*

WITH MANY new advertisers signed up, and others inquiring into the possibilities of broadcasting, independent stations in the San Francisco Bay region as well as the Pacific Coast networks, start the autumn with a general feeling of optimism and well-filled time schedules. NBC western division executives in San Francisco, and those from Don Lee's KFRC, the CBS outlet in that city, state that prospects for radio business are the best in history and predict a big year ahead. This, it was explained, does not include politicals.

Present difficulty is not to find the clients so much as to find enough hours—the time desired by clients, station managers assert. Time already sold and reserved precludes any possible slump during the coming season's high spots, it was pointed out. There remains the task of selling additional daytime spots to improve further the season's receipts and also the business of continuing to sell late evening hours, such as 10:30 p. m. and after.

### Desirable Daytime

DON E. GILMAN, NBC western division vice president in San Francisco, stated that national advertisers are becoming more radio-conscious all the time with many new ones joining the ranks of sponsors for the coming year.

"One of the most gratifying things about the start of the new season is the manner in which new broadcast fields are opening before us," he said. "For years we have felt that since women do 95% of the world's buying, sponsors have underestimated the value of daylight hours for broadcasting. This year, the manufacturers of food and all products which women buy have begun to realize that value, and consequently morning and afternoon hours are being rapidly acquired by farsighted sponsors. They feel that while the daylight audience may be a smaller one it is a very responsive one.

### Benny's Levity

"KIDDING" the sponsor and the product has long been Jack Benny's successful stock-in-trade. The comedian for Jello, who resumes his Sunday shows on NBC-Red Oct. 4, with no objections from his sponsor, is going to do some tall kidding of the radio business in his latest movie *The Big Broadcast.* He plays the part of an advertising agency official staging a series of programs, of which Gracie Allen is sponsor. In the cast also are Bob Burns, Bing Crosby and Sam (Schlepperman) Hearn.

"Available time from 6 p. m. is becoming harder and harder to get; evening hours are filled, solidly, most days, and there is a growing tendency by advertisers to utilize the later hours to the utmost, on the basis that these are the household's hours of relaxation, and programs heard at these times will be listened to with attention."

Harry Anderson, the network's western division sales manager in San Francisco, reports activity on both of NBC's chains, with 10 transcontinental commercial programs on the Blue network and more on the Red than ever before.

"Eastern sponsors," he said, "demand schedules that will bring their products before western audiences, and consequently our greatest difficulty is finding time for all the new transcontinentals.

"Local advertisers seeking to reach the entire community by radio are more numerous than in previous years. The half-hour program is still the most popular with western sponsors, though the 15-minute strip, five days a week, is holding its own, and probably always will meet the requirements of certain sponsors."

Tom Breneman, manager of KFRC, the CBS San Francisco outlet, declared that business today is the best he has witnessed in more than 11 years in radio.

"With time practically 'sold out' KFRC faces the best fall and winter in its history," Breneman said. "We are elated over prospects for the coming season. There is a decided trend to better programs, with advertisers, realizing that radio has become an integral part of every day American life, planning better entertainment features, giving a fuller measure of cultural and educational value."

Independent stations such as KYA, KSFO and KJBS, all in San Francisco, and KROW and KLX, Oakland, Cal., report a decided increase in business and are laying plans for a big fall schedule, including many live talent programs. Other independent stations such as KGGC in San Francisco, and KRE, Berkeley, Cal., also state that prospects for fall are very bright, with new advertisers taking time and others increasing their present schedules.

* * *

### Shifts in Programs

WITH RETURN of standard time in eastern cities, virtually a complete new alignment of NBC and CBS network programs is greeting western dealers. Eastern broadcasts, now reaching the Pacific Coast one hour later, necessitated switching of many NBC and CBS western programs. In addition, a number of presentations on both NBC and CBS will make their debut during the next few weeks, thereby necessitating further revision.

Among NBC Pacific Coast sponsored programs heard at a new time are *One Man's Family* (Standard Brands Inc.), Sundays, 9:30 p. m. and Wednesdays 5 p. m.; *Hal Burdick, the Night Editor* (Cardinet Candy Co.), Sundays, 9:15 p. m.; *Sperry Sunday Special* (Sperry Flour Co.), Sundays, 1 p. m.; *Hawthorne House* (Wesson Oil & Snowdrift Sales Co.), Mondays, 7:30 p. m.; *Death Valley Days* (Pacific Coast Borax Co.). Tuesdays, 9 p. m.; *Winning the West* (Occidental Life Insurance Co. of Cal.), Wednesdays, 8:30 p. m.; *Sperry Special* with Hazel Warner and Charles Runyan and Martha Meade's *Household Headlines,* Mondays and Fridays, 1 p. m.; *Langendorf Pictorial* (Langendorf United Bakeries Inc.), Mondays through Fridays, 4:45 p. m., and the *Woman's Magazine*

**NOW** more than ever

**the KEY**

**to the Spokane Market**

**. . . to the Grand Coulee Dam development**
**. . . to the thriving $400,000,000.00**
**Inland Empire trading area**

**KFPY**

**— PIONEER broadcasting station of the Inland Empire is now operating on**

**5 KW**

***THIS INCREASED POWER and the new, immensely higher vertical radiator erected outside Spokane guarantee to KFPY the GREATEST COVERAGE in the Spokane area.***

**KFPY**
representatives

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK
and Palmolive Building, CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES
and 1358 Russ Bldg., SAN FRANCISCO

*of the Air*, Mondays through Fridays, 3 p. m., under sponsorship of the following: Mondays — George W. Casewell Co.; Thursdays—Sperry Flour Co.; Fridays, Van Camp Sea Food Co. All these are NBC-Pacific Red network features. *Watanabe & William* (Dr. Miles Laboratories) is heard at 9 p. m., Mondays through Fridays, on the NBC-Pacific Blue network. The *House of Melody* (Bank of America National Trust & Savings Association), will be heard at 9:30 p. m. over NBC's KPO & KFI, starting Oct. 2.

CBS Pacific Coast sponsored programs heard at a new hour are *Eddie Cantor* (Texas Co.), Sundays, 8 p. m.; *Goose Creek Parson* (Colgate-Palmolive-Peet Co.), Mondays, Wednesdays and Fridays, 7:45 p. m.; *Lux Radio Theater* (Lever Bros. Co.), Mondays, 6 p. m.; *Camel Caravan* (R. J. Reynolds Tobacco Co.), Tuesdays, 6:30 p. m.; *Burns & Allen* (Campbell Soup Co.), Wednesdays, 9:30 p. m.; *Hollywood Hotel* (Campbell Soup Co.), Fridays, 6 p. m.; *Good Morning Neighbor* (Durkee Famous Foods Inc.), on 12 CBS-Don Lee network stations, Tuesdays and Fridays, 2:45 p. m.

## Hill for Real Silk

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery & lingerie) will feature Edwin C. Hill, commentator, Harry Sosnik's orchestra and a dramatic cast in a new series, *Behind the Headlines*, which begins on 19 NBC-Blue network stations, Oct. 4, Sundays, 9-9:30 p. m. Leo Burnett Inc., Chicago, has the account.

FISH FOOLISHNESS — First impressions aren't always correct ones, you'll learn from this picture. Left to right you see W. Walter Tison, executive vice president of WFLA, Clearwater, holding a giant red-fish caught on the banks off Clearwater, and Keith Kiggins, NBC station relations, New York, gingerly holding a "radio fish", otherwise known as a grunt. The facts, we are informed, are that Mr. Tison caught the little fellow while the City Slicker towed in the 20-pounder.

FIRE damaged the studios of KMTR, Hollywood, late in September when a blaze started in the control room on the United Artists lot. Damage was estimated at $2,500.

KSD

IN ST. LOUIS

Carried 6 of the 10 BIG AIR SUCCESSES

According to the recently released semi-Annual report of the Cooperative Analysis of Broadcasting the first 6 of the ten leading national network air successes were on KSD. The report covered the six month period ending April, 1936. The record on St. Louis Stations follows:

KSD . . . . . . . 6
Second Station . . . . 3
Third Station . . . . . 1

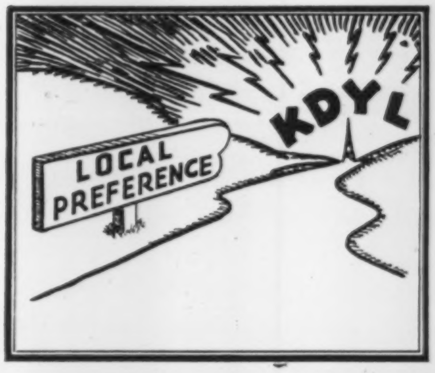
KSD listeners habitually tune in the Distinguished Broadcasting Station for the best on the air.

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST. LOUIS, MO.
FREE & SLEININGER, INC. NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

SIGNS OF THE ZODIAC
1
2
3
4
5
6
7
8
9
10
11
12

DO YOU BELIEVE IN SIGNS?

The signs of the zodiac may, or may not, have anything to do with it—but here is ONE sign you can bank on:



That is proved by the fact that KDYL consistently carries a larger number of local advertisers and a larger volume of local advertising. Alert national advertisers are profiting by this guide.

KDYL

*An N.B.C. Station*

*Salt Lake City*

*Representatives*
JOHN BLAIR & COMPANY
CHICAGO · NEW YORK · DETROIT · SAN FRANCISCO

# Agency's View of Dual Rates

*(Continued from page 9)*

Lady Esther Co.; Shell Oil Corp.; Goodyear Tire & Rubber Co. Inc.

Texas Co.; Sun Oil Co.; Wasey Products Inc.; Swift & Co.; Frigidaire Corp.; Studebaker Corp.; Coca-Cola; Standard Oil of Indiana; National Dairy Products Co.; American Home Products; Metropolitan Life Insurance Co.; B. F. Goodrich Co.; National Biscuit Co.

Eastman-Kodak Co.; Frankfort Distilleries Inc.; Norge Corp.; E. R. Squibb & Sons; Electrolux Refrigerator Sales; Vick Chemical Co.; Pillsbury Flour Mills Co.; Quaker Oats Co.; Armour & Co.; Gillette Safety Razor Co.; The Borden Sales Co. Inc.; Lehn & Fink Products Co.; Packard Motor Car Co.; Gulf Refining Co.; Standard Oil Co. (New Jersey); Radio Corp. of America.

Dr. Miles Laboratories Inc.; Park & Tilford; Canada Dry Ginger Ale Inc.; General Cigar Co.; American Tel. & Tel. Co.; United States Rubber Co.; Corn Products Refining Co.; Westinghouse Electric & Mfg. Co.; Continental Oil Co.

California Fruit Growers Exch.; E. I. Du Pont de Nemours Inc.; Libby, McNeil & Libby; Northam Warren Corp.; Premier Pabst Sales Co.; Cudahy Packing Co.; Greyhound Management Co.; American Oil Co.; Coty Inc.; Hiram Walker Ltd.; Philip Morris Ltd. Inc.; Continental Distilling Corp.; Congoleum-Nairn Inc.

Ralston Purina Co.; International Harvester Co.; Grove Laboratories Inc.; Ex-Lax Inc.; Johnson & Johnson; Scott Paper Co.; Household Finance Corp.; Atlantic Refining Co.; Cream of Wheat Corp.; Kotex Co. and Kleenex Co.; Bon Ami Co.; Loose-Wiles Biscuit Co.

The total advertising expenditures of the 15 advertisers who have exclusive distributorships and might on some stations be able to save by having the distributor place broadcasting at local rates amounts to $45,714,011. The total of the other 85 national advertisers who must distribute through dozens and hundreds and thousands of outlets in a given city rather than one, is $143,877,230—or more than three times as much. And to these, the differential between local and national rate is not a benefit but a hardship, for each of these advertisers must pay a compensatingly greater amount to offset the lower rate given to the local advertiser.

*WHY not fix broadcasting rates for the benefit of the great majority, not the minority?*

NORMAN THAL

S. M. Epstein Company

Earl Irwin tells us he has been discussing WMBD with you for the San Felice cigar account. We have proved our Central Illinois coverage to the majority of agencies, and look forward to this opportunity to show you that WMBD is the only station giving thorough coverage of this prosperous market.

MEMBER CBS NETWORK

THE HEART OF ILLINOIS

WMBD · PEORIA, ILLINOIS

### Go to Church

WNOX and the Knoxville News-Sentinel are broadcasting cooperatively a Go to Church series, using the *Sunday Players* series produced by Mertens & Price Inc., Los Angeles disc concern. Local ministers cooperate by supplying sermonettes to tie in with the religious plays, and are announcing the broadcasts in their churches.

For every advertiser who might gain and be pleased by the rate differential, there will be dozens that lose. Three cut of four national advertisers prefer to deal with the station that quotes the same rate to everyone. Inevitably, otherwise, the advertiser feels he is asked to pay an unjust premium because the station is failing to charge the local advertiser a fair amount of the station's overhead.

There is another important difference between the radio and newspaper situations. The newspaper case was ably stated by James A. Coveney, of the George A. McDevitt Co., when he said: "The advertising of a leading merchant in any city is followed by a greater number of people than is the average editorial page * * * Retail merchants advertising not only makes a paper increase in circulation, but it increases the additional value of the advertising columns of that newspaper * * * The national advertiser brings to the people no such added value. He secures an audience which has been assembled, but he contributes little to the assembly."

But in the case of radio, the situation is exactly opposite. The *national* advertiser has contributed most of all — far more than the local advertiser—to the assembling of the audience. The local advertiser is the man who, in Mr. Coveney's words, "secures an audience which has been assembled, but contributes little to the assembly."

The prime attraction which sells a *newspaper* is the editorial content devised by the paper itself—the front page stories, the "Advice to the Lovelorn" columns, the punch-by-punch accounts of the Big Fight, the exciting news photographs of battles and bathing beauties, the habit-forming comic strips.

### Luring the Listener

BUT IN RADIO, the attraction that tempts the listener to tune in a station is seldom the sustaining program, seldom the entertainment which the station itself provides, but usually the four-star programs presented by national advertisers.

Here the newspaper situation is exactly reversed. The station which can attract the greatest amount of *national* business, with all the big name stars that only nationally sponsored programs can afford, simultaneously attracts the largest number of local listeners and makes itself the most desirable station for *local advertisers*.

Again and again it has been shown that the station which carries the best programs develops the largest following and can justify the highest rate. "Programs—rather than power—build popularity" verges close to a broadcasting axiom.

Of course the station that carries network programs starts off with a decided advantage. It builds its regular listening audience by being able to offer such four-star tidbits as Rudy Vallee, Major Bowes, Jack Benny, Burns & Allen. It isn't easy for the non-network station to boost its popularity to a par with the network station's. Its best chance lies in getting a major share of the spot business placed by national advertisers. If it can consistently present to its audience transcriptions of Fred Waring, Harry Richman, Dick Tracy, or Easy Aces, it can do a lot more to increase the station's following and the station's desirability not only for national but for local advertising, than if it overcharges the national advertiser and loses national spot business.

In radio, local business follows national business. Local advertisers are attracted by the glamour of well-known programs. Again we have the reverse of the newspaper field where national business follows local.

### Cost of Handling

HOW decidedly good transcriptions can build up a station's following was revealed by Prof. Elder's recent Audimeter study in Boston [BROADCASTING Jan. 15]. The Audimeter is an instrument which, when attached to a home radio set, automatically records every minute of that radio's operation. It shows which station is tuned in. It shows which program is listened to—and for how long. When Prof. Elder studied 1,000 Boston homes for two weeks, he found that the most popular daytime program of all (Sundays excepted) was Dick Tracy, and that the next most popular program was Jack Armstrong. In the Boston area, both these programs are on transcriptions.

From a cost-of-handling angle, national spot advertising is usually more profitable to the station than local. For while in a few cases, the national spot program calls for live talent, in a great many more instances it consists of transcriptions. Local shows, on the other hand, nearly always have to be produced by the station staff, a procedure which absorbs much more profit than simply placing a transcription on a turntable.

Fortunately for the station, broadcasting production remains unhampered by some of the weird union regulations which enmesh newspapers. A newspaper, for example, may receive a mat or an electrotype for an advertisement. All it has to do is to make a stereo from this mat. No type setting is required. The type has already been set. But union regulations compel the paper to have the entire ad set up in type by local compositors. This is often done *after* the advertisement has actually appeared in the paper. Nobody ever sees this type set, nobody ever proof-reads it, no use is made of it—it is junked as soon as it is set up.

The equivalent, of course, in radio broadcasting would be for the Musicians' Union to insist that

3rd in the UNITED STATES!

...but just "Bill and Mary" to you!

A hand-and-face lotion manufacturer, in the fall of 1935, bought nineteen different local shows on nineteen of the nation's leading stations. In the spring of 1936 this advertiser ran a fourteen week contest, which called for a carton front with each entry. "Bill and Mary", on KVOO, won third place! The only stations pulling more carton fronts were WLW, Cincinnati, and WGN, Chicago. This five-day-a-week show is now available over KVOO, or keyed out of KVOO to the entire Southwest. Get in touch with KVOO or Edward Petry and Co., Inc.—New York, Chicago, Detroit, and San Francisco.

KVOO

"THE VOICE OF OKLAHOMA" . . . . . . TULSA

In Baltimore, it's

WFBR

BASIC N. B. C. RED NETWORK

every recorded program be played again by local live musicians hired in each broadcasting studio. If this should ever come, the cost of handling national advertising may approach that of handling local advertising, but at present it costs considerably less—which makes it even more of an absurdity for the national advertiser to be charged more.

Another reason why a rate differential is far less profitable for the radio station than for the newspaper is frequently overlooked. Newspapers rarely pay a commission on local advertising placed at local rates. Radio stations frequently do. If they pay a commission, it reduces their net income 15% below that which would be received by the newspaper. If they don't pay a commission, the agency which handles local accounts not only has no interest in promoting broadcasting but, being human, is likely to actively oppose it. And since the local advertiser isn't nearly so able to produce his own radio program as to write his own newspaper copy, he frequently doesn't use radio.

### Dealer Cooperation

IN 1928 when WMAQ, then owned by the *Chicago Daily News*, changed from its newspaper-pattern policy of local rate and national rate to a single uniform rate, not only did its national business go up, but its local business showed a quick and decided upswing—the result of stimulating interest among agencies that handled local accounts.

When a decided differential exists between national and local rates, and the national advertiser turns the radio appropriation over to the dealer, the radio station frequently loses all the billing it might otherwise have had—because the dealer ends up by spending the money for things other than radio.

In the automotive field, there have been repeated examples of this sort: Noticing a decided difference between local and national rates, the factory started out by having the dealer place its radio advertising locally at local rates. The following season, to simplify its own operation, the factory simply gave the dealer a credit of $450 a month representing his advertising allowance based on cars sold, and allowed him to spend it in any way he wanted so long as he could produce the corresponding vouchers. The dealer, not being trained in advertising, spent the appropriation on clam bakes, paper hats for kids, monogrammed sweaters and other give-aways. The local station lost the business—and has not yet gotten it back.

So from a purely selfish point of view it's to the radio station's advantage to see that national advertising is actually placed by the national advertiser's home office. The advertising manager and the advertising agency, with their long background knowledge of radio case histories, are much more likely to be sold on radio broadcasting than is the local dealer.

Some salesmen argue that the station which does not give local advertisers a preferential rate cannot secure local business. But facts don't bear this out. In Chicago WBBM gives no local discount—and carries three times as much local business as all major network stations in Chicago combined. In New York, WOR for years maintained a daytime rate that was actually higher than those of WEAF, WJZ, WABZ—and sold twice as much day time as either of the other stations—and without any hint of a local discount.

Price seems to be less of a factor in selling radio time than almost any other commodity. Perhaps it's because the advertiser considers the cost of his radio advertising to be the lump sum of program cost and time. Perhaps it's because what you get when you buy a quarter-hour of radio time cannot be exactly weighed or measured.

Just how much more coverage the advertiser gets from station ABCD as compared to station EFGH is highly debatable. With all the conflicting methods of measuring coverage there is still no way which permits exact comparison. When the advertiser's purchasing department buys a carload of steel from an Alleghany mill, he knows exactly how many tons he's getting, how much ferrous content, how much carbon content as compared with a Bethlehem shipment. But when he buys radio time, he has no way at all of computing just how much radio he is receiving per penny spent.

Usually when a station hasn't obtained its share of local business, it's not because local accounts regard its rates as being too high. It's because they haven't been sold on radio. It's because the station hasn't proven to them how they can use radio profitably. In the case of department stores, for example, that are *not* using radio, it's probable that a 25% rate cut wouldn't cause 5% of them to switch from newspapers into broadcasting. On the other hand, a 25% increase in selling ingenuity and program planning ingenuity on the part of the stations, or a 25% greater insight into the store's merchandising problems, might well produce a 50% increase in the number of stores sold.

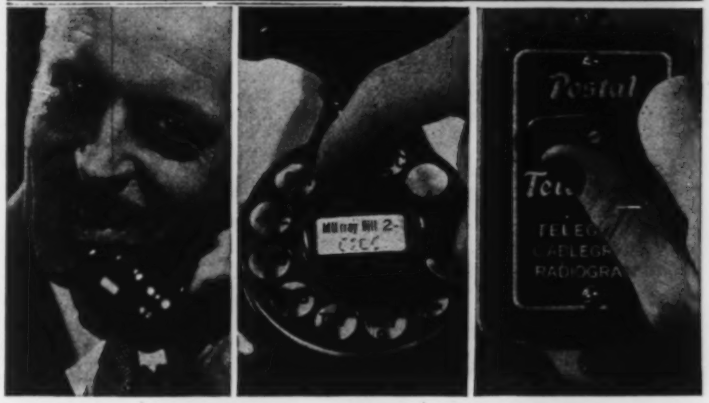
The most satisfactory rate structure from the all-around point of view of the station, the local advertiser and the national advertiser, seems to be the sliding scale. The advertiser then receives, for example, a 5% discount on 13 broadcasts during the year, 10% discount on 26, 15% discount on 52, and 20% discount on 100. Or some such basis as that whereby the advertiser receives 15% discount for three broadcasts per week, 25% discount for six broadcasts per week, with additional discounts if the program runs 13 weeks, 26 weeks, or 52 weeks.

A quantity discount seems as logical in selling radio time as in selling peanuts, rides on a railroad or carloads of sugar. In this way the customer who does the most to help the station pay its overhead, regardless of whether his office be in the station city or 1,000 miles away, receives, as he should, the lowest rate. The sliding scale serves as a continual inducement both to the local and the national advertiser to broadcast more frequently. It gives every advertiser the best chance of making his radio advertising pay—which is the biggest step a station can take toward increasing its own profit.

LOCALLY OWNED—NATIONALLY KNOWN
KSTP
NORTHWEST'S LEADING RADIO STATION
MINNEAPOLIS — SAINT PAUL

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM
Postal Telegraph
Commercial Cables
All America Cables
Mackay Radio

DON'T EVEN TRY TO HEAR WAVE!

If you live in Chicago or New York, don't waste your time trying to "get" Station WAVE! But next time you're *here*—well, simply walk up and down the streets and *listen!* That's partly because we carry the best features of both the Blue and the Red N.B.C. networks. Partly because we broadcast from the *very center* (not the outskirts) of Louisville. And—there are 830,080 potential listeners in our first airea—1,132,692 total potential—with rates as low as $18.75 per quarter hour! Interested?

*National Representatives:*
*FREE & SLEININGER, INC.*

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

## Minnesota Gets 2 New Stations, Regional Net

COMPLETING the triumverate of stations licensed to the interests owning WEBC, Duluth, the new WHLB, Virginia, Minn., is the second new broadcasting station scheduled to go on the air in Minnesota early in October. The other is WMIN, St. Paul, 100-watter on 1370 kc., licensed to Edward Hoffman, St. Paul furniture dealer, who has named Robert F. Schulz, former commercial manager of WDAY, Fargo, as manager and commercial manager; Charles Irving, formerly with WTCN, Minneapolis, as program director, and Glen E. Martin, formerly with WDAY, as chief engineer.

The new WHLB, operating full time with 100 watts on 1370 kc., completes the Arrowhead Network, a northern Minnesota regional hookup including also WEBC and WMFG, Hibbing. Harry S. Hyett, WMFG manager, will supervise the station, with Barney Irwin, formerly of WMT, Cedar Rapids, and WIND, Gary, as commercial manager. Maurice Connelin, former WMFG staff announcer, is program director.

A proposed new station for Duluth, to be known as WDAL, has not yet been moved into that city due to failure to find a site. This station is to be the former KGFK, Moorhead, Minn., 100-watt full-time outlet on 1500 kc., which was purchased earlier this year from the WDAY and *Fargo Forum* interests by a group headed by Dalton LeMasurier, manager of KFJM, University of North Dakota station at Grand Forks.

## From Far Away

THAT FELLOW who would walk a mile for a Camel has nothing on WFAM, South Bend, Ind. 100-watter, which is going all the way across the country this fall to pick up and broadcast the Notre Dame - Southern California game from Los Angeles. Sponsored by Ohio Oil Co., the station is sending its crack sports announcer, Jim Britt, to the coast for a separate wire pickup of the game, which it will feed to WIND, Gary, Ind., and perhaps to other stations. WFAM, operated by the *South Bend Tribune*, is the sister station of WSBT, South Bend. This season it will pick up direct the nine Notre Dame games, all except the game with Army and Navy being under Ohio Oil sponsorship.

## New Abilene Station

SCHEDULED to go on the air on or about Oct. 1, KRBC, new 100-watt station on 1420 kc. in Abilene, Tex., has completed the installation of equipment and has selected its staff. Howard Barrett, manager, has been detached from the *Abilene Reporter-News*, whose publishers own the station, and he will also act as commercial manager. Gene Heard, program director, formerly was with WFAA, Dallas, KGKO, Wichita Falls, KFYO, Lubbock, and XEPN, Villa Acuna, Mexico. Chief engineer is W. W. Robertson, formerly with KOMA, Oklahoma City. The station is equipped with an RCA transmitter, International Derrick Equipment Co. vertical radiator, RCA speech input, RCA and WE microphones and General Radio Co. frequency monitor. Bernard M. Hanks, who owns 51.13% of the stock in the licensee corporation, is also a principal stockholder in the *Sweetwater Reporter*, *Big Spring Herald*, *Paris News* and *Corpus Christi Caller-Times*.

## New WFIL Studios

WFIL, Philadelphia, will construct a suite of modern studios and offices on the 18th floor of the Widener Bldg., to be ready for occupancy early in 1937 in time for the station's second anniversary. General plans were designed by Frank V. Becker, chief engineer, and Horace Trumbauer, architect. Period motifs will predominate and all mechanical developments will be incorporated. A new operations system will eliminate superfluous wiring and materials. All studios will be of the floating type. The suite will include three large studios, combination studio and clients' audition room each with individual control, master control room, laboratory, news room, sales promotion and clients' exhibition room, music library and rooms for various station departments.

## *SYNCHRONIZED TRIO OF STATIONS ASKED*

CLAIMING that the synchronized operation of three 250-watt stations on 1570 kc., one of the three experimental broadcast frequencies in the 1500-1600 kc. band, will provide 30% better coverage than one 1,000-watt station in that band, the *Trenton Times* has applied to the FCC for authority to erect these stations in Trenton, Princeton and Burlington, three neighboring New Jersey communities.

The newspaper proposes to utilize a new radio frequency synchronizing method developed by J. C. McNary, Washington consulting engineer. No wires would be utilized to connect the three stations, according to George Sutton, counsel for the applicant.

A similar application for 100-watt booster stations for W1XBS, operated by the *Waterbury* (Conn.) *Republican & American*, is now pending. W1XBS operates with 1,000 watts in the same band on 1530 kc., and proposes to install Western Electric synchronizing equipment but will connect the stations by wires.

## KANS Now on Air

KANS, Wichita, Kan., went on the air for full schedule program tests on Sept. 19, and will be officially dedicated Nov. 1, according to announcement by Herbert Hollister, general manager, who formerly owned WLBF, Kansas City, Kan. The station operates on 1210 kc., with 100 watts, and is owned by Charles Theis, Wichita investment official. Jack Todd, formerly of WHB, Kansas City, and KGGF, Coffeyville, is program director. Other staff members include Jack McElroy, announcer, formerly of WMBH, Joplin, Mo., and KGGF, Coffeyville, and Vic Rugh, formerly of KFH, Wichita, as sports and news announcer. The transmitter and speech equipment was manufactured by Collins Radio Co., the vertical radiator by Lehigh Structural Steel Co., with RCA turntables.

## New California Station

GOING on the air with preliminary broadcasts in September, the new KYOS, Merced, Cal., 250-watt daytime station on 1040 kc., is now in full operation, with Don Robbins as manager and Jack Burrell as chief engineer. Commercial manager is Robert Leland, formerly with KLX, Oakland, and program manager is Marion Wooding, formerly with KJBS, San Francisco, and KQW, San Jose, Cal. The station is owned by Ray, Hugh and Peter McClung, who publish the *Merced Sun-Star*.

## New Alabama Station

WJRD, new 100-watt daytime station on 1200 kc. at Tuscaloosa, Ala., recently authorized by the FCC, will go on the air on or about Oct. 6, according to announcement by James R. Doss Jr., owner and manager, who also operates WMFO, Decatur, Ala. An RCA high-fidelity transmitter is being installed. Mr. Doss announced that J. L. Doss will be commercial manager; Ted R. Woodward, program and production director; Eston Page, chief announcer, and E. H. Eddy, chief engineer.

Giving jobs to thousands
Attracting millions of visitors
Stimulating business in all lines

Two Huge Centennial Shows
make
Dallas - - Fort Worth
*The Plus Value*
*Market of 1936!*

50,000 Watts
WFAA - - WBAP
DALLAS FORT WORTH

National Representatives:
Edward Petry & Co., Inc.

Walter Biddick Co.
RADIO STATION
REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

## TEXAS CRICKETS
### Not Only Chirp, But Also Put PA System Off Air

CRICKETS, of all things, have put five sound pylons out of commission at the Texas Centennial Exposition within a week.

"A cricket is just the right length and disposition to give us plenty of trouble," explains Jack Phillips, engineer on whose shoulders falls the burden of keeping the pylons on the air. "The body of the insect will just reach from the high voltage plate to a ground terminal, thus causing a short circuit. His habit of climbing every wall he sees costs him his life, but also costs us an hour of hard work and a new fuse."

When the cricket completes the circuit between the ground terminal and the plate, 1,250 volts of electricity passes through him, leaving only a crisp, hollow shell, but the connection lasts just long enough to burn out the fuse. One of the victims, a little tougher than the rest, caused damage to the plate transformer when he burned too long.

## KOVC in N. Dakota

WITH elaborate new studios and offices built in the Rudolph Hotel, KOVC, new 100-watt station on 1500 kc. recently authorized by the FCC for Valley City, N. D., is tentatively scheduled to go on the air Oct. 1, equipped with Collins Radio Co. apparatus throughout, including a vertical radiator. George B. Bairey, onetime Westinghouse engineer, heads the enterprise as general manager. LaVell Waltman, recently with KBIX, Muskogee, Okla., will be chief announcer and program director. W. E. Fritch, former newspaperman, is commercial director, and Carl Curley will be news commentator. Michael McCarthy has been placed in charge of special events.

WMCA
NEW YORK'S OWN STATION
LEADS IN
HUMAN INTEREST
features
SUCH AS
GOOD WILL COURT
sponsored by CHASE & SANBORN

## Andrew D. Ring

(Continued from page 43)

the development of the giant valve—now in everyday use at 50,000 watt stations.

As the engineer in charge of high-power broadcast transmission, Mr. Ring installed the original 50,000 watt transmitter for WEAF in 1927, and a similar job for WENR, Chicago, the following year. Among other installations he handled about that time were those of WHAS, Louisville, and a 5,000 watt station in Toronto, Canada, which initially used the call CKGW.

Further proof that laboratory work on television is not as new as most people suspect is evidenced in the fact that in 1928 GE was developing a 5,000 watt visual transmitter, with Engineer Ring in charge. The station was operated experimentally on the 2,000-2,100 kc. television band.

And while at GE, Engineer Ring was responsible for the development of several radio patents including the modulation meter now in general use on all stations: a system of neutralization for tubes to eliminate the whistle in amplification stages, and super-modulation methods.

It was in July, 1929, that Andy Ring was called to the Radio Commission as a senior radio engineer under Capt. Guy Hill, then acting chief engineer. He was immediately assigned to broadcast allocation matters and has been in that work since. Three years later he was promoted to principal engineer and in 1934 became assistant chief when V. Ford Greaves, incumbent in that post, was transferred to the Pacific Coast as chief radio inspector there.

### Aids Technical Progress

THERE have been many reforms in technical radio operation since Mr. Ring became associated with the Radio Commission and its successor FCC. Among these have been the reduction in permissible frequency deviation from 500 to 50 cycles, resulting in highly improved operating methods; mandatory installation of frequency monitors to check deviation; new requirements respecting antenna installations; checking of modulation of stations; cleaning up of equipment to protect life and property, location of transmitter sites, and similar regulations and requirements. All these may be summed up under the heading of "empirical standards" for stations, which has been Mr. Ring's chief work, looking toward a standardization of engineering practices in keeping with modern radio technique.

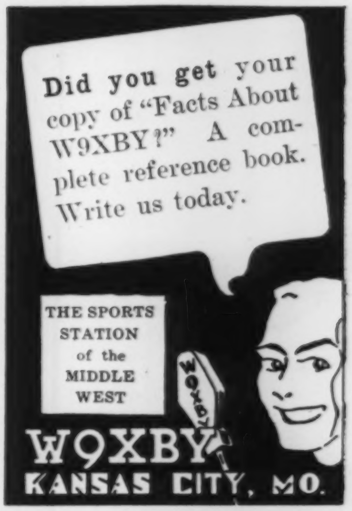
If Andy Ring has any radio philosophy it is that allocations should be devised to provide maximum service for the radio listener, whether he be an urban resident or a remote dweller, taking into account that there are only a limited amount of radio facilities available. Only with that object in view, he contends, can the terms of the law calling for an equitable distribution of both transmission and reception among all the people be fulfilled.

MINE DISASTER — Dave Ward (left) and Frank Eschen (right) of KSD, St. Louis, interviewing miner at recent Moberly, Mo., mine disaster. KSD fed NBC-Red during the rescue work and KMBC, Kansas City, fed CBS [see BROADCASTING Sept. 1].

Away from the office, Andy Ring is very much a family man. Married in 1933 to Anne Appel, they made the honeymoon a trip to Mexico City where he attended the North American Broadcasting Conference as a technical advisor to the American Delegation. They have one son, Robert Andrew, aged 4 months. A "ring-leader" in FCC social activities, Andy maintains a summer cottage on the Chesapeake Bay about 30 miles from Washington which is the favorite retreat of Washington's broadcasting fraternity. He is an ardent golfer and belongs to Kenwood and Annapolis Roads country clubs, and goes in also for fishing and boating. He is a Mason, and attends the Presbyterian Church.

## New KGFI Management

CONTRACT for the management of KGFI, Corpus Christi, Tex., a 100-watter on 1500 kc., was entered into in September by Tilford Jones, executive head of KTRH and KXYZ, Houston, and T. Frank Smith, manager of KXYZ, with E. E. (Jack) Wilson, owner of the station. Mr. Jones, nephew of Jesse Jones, Houston publisher and head of the Reconstruction Finance Corp., and Mr. Smith are partners in the venture. Mr. Smith will supervise the operation of KGFI, with Cliff Taton as local manager and Paul Allison as program director, both from KXYZ. H. B. Lockhart continues as chief engineer.


Did you get your copy of "Facts About W9XBY?" A complete reference book. Write us today.
THE SPORTS STATION of the MIDDLE WEST
W9XBY
W9XBY
KANSAS CITY, MO.

Pittsburgh Is A Stadium . . .

. . . nestled in the foothills of the Alleghanies. And whether they have seats on the fifty-yard line or back of the goal-posts, more* Pittsburghers tune to WCAE, week in and week out, than to any other radio station in the world. (*Ross Federal)

WJAY

Cleveland • 610 Kilocycles

more
**Foreign Programs**
than all other three Cleveland stations combined.

TWELVE AND ONE-HALF HOURS WEEKLY SPENT BROADCASTING FOREIGN PROGRAMS—sponsored locally and nationally—

Polish
Bohemian
German
Hungarian
Slovenian

and six other nationalities.

EDYTHE FERN MELROSE
Manager WJAY Cleveland
Carnegie Hall CHerry 0464

THE STATION THAT GETS RESULTS

## THEATRE FLOATS
### CBS Keeps Gotham Noise Out Of New Studio

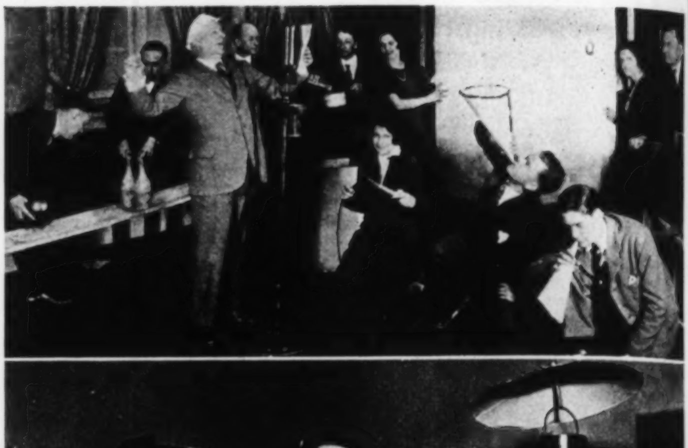
TO OVERCOME the roar of Manhattan, CBS built a floating studio in its new Radio Theatre, formerly the Hammerstein, located in one of the noisiest sections of Manhattan. Rock-wool walls, sound-lock doors and cork cushions were used by engineers.

The studio was first used for the first *Major Bowes* program under Chrysler sponsorship Sept. 17, the eve of CBS' ninth anniversary. Design was by Edwin K. Cohan, CBS engineering director, in cooperation with William Lescaze, architect.

The stage floats on an eight-inch cushion of noise-deadening material and on the original floor was placed a layer of felt, layer of wooden beams, layer of felt, and another layer of beams. Crevices were filled with rock wool Next came a layer of asbestos, a wood floor, a third layer of felt and a final cover of linoleum. The cyclorama has been treated with cement and studded with felt to prevent vibration and is insulated from the floor.

The 53d St. wall was lined with pressed rock wool and exits have double lead-lined rubber sealed doors. Blocks of cork support beams while floors are padded with rock wool on the under side. Baffleboards over the stage prevent kickback.

POPULARIZED on CBS where it is sponsored by Wasey Products Co., the *Voice of Experience* has become a daily column feature under the same name in the *New York Mirror*.



SOUND, THEN AND NOW—A decade ago NBC obtained sound effects from bowling pins, and other primitive equipment, as shown in the top photo. Nowadays a few pieces of refined equipment will produce barnyard yowls, locomotive chuggs or any other noise you can think of. Here is Eric Don Pam, NBC sound engineer, in action. Behind him is the new wind machine, which makes hurricanes or gentle breezes.

### University Radio Course

FOR THE first time in its history, the University of California Extension Division in San Francisco is including radio in its schedule and on Sept. 16, under direction of Andrew C. Love, NBC continuity editor in that city, a ten-week course in all branches of continuity writing was started. Lindsey Spight, Pacific Coast manager of John Blair & Co., station representatives in San Francisco, starts on Oct. 13 a course in "Commercial Broadcasting", giving the business side of the industry. Marvin Young, NBC producer in Hollywood, is conducting classes in radio writing and production at the University of California Extension Division in Los Angeles.

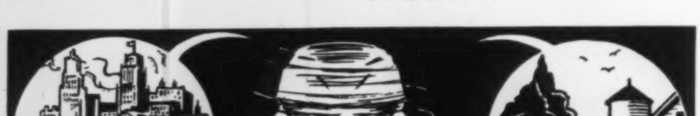
### Penn Tobacco Expands

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, Kentucky Club tobacco, Eight Brothers tobacco), is sponsoring a daily-except-Sunday series of news broadcasts, using United Press service, on WMAQ, WOW, WJR, KMOX and WTMJ, beginning Sept. 28, and a man-in-the-street program on KFAB. Penn is also using a half-hour of the Saturday night barn dance program on WLS and is continuing its three-a-week early evening sports review on WGN. Agency is Ruthrauff & Ryan Inc., Chicago.

### BBC Commentator Here

ANOTHER "roving ambassador" from the British Broadcasting Corp. is in America, and is broadcasting his observations over NBC networks preparatory to doing a series on the BBC. He is Comdr. Stephen King-Hall, BBC commentator, author and economist and retired naval officer, now on a motor tour of this country during which he is contacting people in all walks of life.

HARVARD'S tercentenary celebration last month led NBC to issue a brochure detailing the network programs carried from Cambridge with a foreword by President Lenox R. Lohr felicitating Harvard on celebrating its 300th birthday while NBC was observing its tenth.



No Man Can Serve Two Masters!

● AND — a one hour "farm program" does not make a farm station.

● KFNF dons its overalls —rolls up its sleeves and goes to work, serving the farmer from 5:30 in the morning to bed time at night. No "top hat and tails" in the night programs either.

● THIS policy ought to make or break a station. *Our August* 1936 *Business beat any August since* 1927 *and exceeded the high month of the* 1935-36 *winter season by* 5.6 *percent.*

● Reason enough for any advertiser to investigate before placing *any* account in the Middle West.

KFNF *The Friendly Farmer Station* SHENANDOAH, IA.

CONSISTENT
in results
obtained for
advertisers

*you get* ACTION
when you use

WSOC
Charlotte, N. C.
*An NBC Affiliate*

# Government Data Reveal Soundness Of NAB Figures

## Relative Total of Non-network Time Sales Is Confirmed

*BECAUSE the name of Dr. Hettinger was prominently associated by* BROADCASTING *with its original story [Aug. 15 issue] regarding the disagreement between the Census and NAB apportionment of national and local business in the non-network field, we have asked him to present his own personal analysis of the significance of the recent check study made on this point by the Census at the request and with the cooperation of the NAB.*

By **HERMAN S. HETTINGER**

THE Census-NAB check has revealed the soundness of the relative proportion of non-network net time sales reported by the Census for the national and local categories respectively.

It likewise has revealed that the NAB figures have underestimated the volume of local business placed over stations, when calculated at the one-time rate, and that consequently local volume has represented too small a proportion of the NAB non-network and total industry volume.

### Comparison of Volume

THE CHECK in question constituted a comparison between the proportion of national and local volume represented in the non-network business reported to the Census by the identical group of stations comprising the NAB 1935 sample and the proportion as recorded for these stations by the NAB. The theory underlying the check was that if the proportion of national and local non-network business showed a marked correspondence in the two cases, then the difficulty must lie with the fact that the NAB sample was of such a nature as to underemphasize local volume, since comparable groups of stations had yielded generally similar results. If not, further checks would be required.

Allowing for the fact that Census figures were collected at net and the NAB at gross, the results of the check showed ample correspondence to confirm the above conclusion. Census *net sales* for the group of stations in question were 43.2% national and 56.8% local. NAB *gross sales* for the same group were 46.5% national and 53.5% local. It must be remembered in this connection that discounts from the gross on national business are higher than on local accounts on the whole, so that any presentation of data at the gross will tend to show a larger proportion of national than will the same business presented at the net. Thus a difference of 3.3% between the proportion ot the national business on the two sets of compilations is not significant as such.

Upward adjustment of local figures is readily possible and permanent future correction of the tendency to underemphasize local volume can be made on the basis of the improved sampling and estimating procedure which can be developed on the basis of the final detailed Census breakdowns when they become available.

It should be noted that the underemphasis of the NAB local figures does not impair the value of the national figures, which previously have been shown to correspond rather closely to the Census net sales when estimated projections of these are made to a gross volume. It likewise does not affect the value of NAB figures as a measurement of trends, since the rather constant nature of the sample for some time, has made the local underemphasis a relatively constant one. Separate national and local analyses should yield significant results where examination of trends is the interest. The NAB industry total gross for 1935 and for 1936 thus far is undoubtedly low by reason of the local underemphasis, and therefore represents a conservative picture of the medium.

## S. C. Grant Suspended

PROTEST by a rival applicant has led the FCC to suspend its July 2 grant to O. Lee Stone, outdoor advertising man of Florence, S. C., authorizing him to erect a new 100-watt daytime station there on 1200 kc., and to order his application set for hearing. The other applicant is Pee Dee Broadcasting Co., whose president is Dr. James A. Bradley, heading a group of local tobacco, banking and mercantile men, asking for 1,000 watts daytime on 950 kc.

## Auto Trailer Concern Planning to Use Radio

STARTING with a campaign in automotive trade papers and farm publications, the newly established Home-mobile Division of Edwards Iron Works, South Bend, Ind., is also planning to use radio with newspapers and magazines after Jan. 1, 1937, according to Carter, Jones & Taylor, South Bend agency handling the account. The company has just started to manufacture the Edwards Home-mobile house trailer to take advantage of the growing demand for auto trailers, its production for October being scheduled at 500 units which it expects to step up to 1,000 per month by Jan. 1.

## FTC Stipulations

THE Federal Trade Commission has ordered Foster - Milburn Co., Buffalo, to cease claiming its Doan's Pills give quick relief and will "wash out 15 miles of kidney tubes", as well as certain other representations. Kelvinator Corp., Detroit, and Leonard Refrigerator Co., Grand Rapids, agree to cease claims regarding government use and tests involving their electrical refrigerators. Foley & Co., Chicago, agrees to cease certain claims made for its rectal salve and honey and tar cough remedy. Mantle Lamp Co. of America Inc., Chicago, agrees to cease claiming its Aladdin lamps give 10 times more light than the old luminous flame lamp, and uses less oil; that it is the world's finest light, does not cost a penny, is nearest to sunlight of any light known, and the nearest approach to daylight.

**Best Business in Seven Years**

$100,000,000 Cotton Crop
In Mid-South Brings
Smiles to Memphis

Choose **WREC** TO SELL THIS RICH MARKET FOR YOU

If Your Campaigns Won't Work Over WREC in The Responsive Mid-South Market —They Won't Work In Any Market Anywhere.

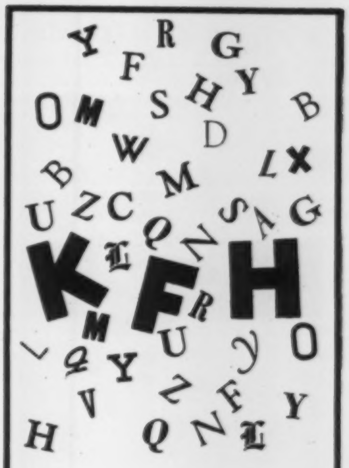
Wide-Range Transmission
5,000 Watts Power

"THE VOICE OF MEMPHIS"

**WREC**

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM



ONE *always* STANDS OUT

KFH long ago took its place as an outstanding advertising medium in the Kansas and Northern Oklahoma area because it has been operated for public service and convenience.

In its many years of service KFH has built—because of this policy—a large, loyal audience which is responsive to the advertising messages of its sponsors.

*One* always stands out—and in this market that *one* is KFH.

5,000 Watts Daytime
1,000 Watts Night

**KFH**
WICHITA · KANSAS
Affiliated with CBS
*Nationally Represented By*
EDWARD PETRY & CO.

JOHN BLAIR & CO.
*National Representatives of Radio Stations*
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

## STUDIO NOTES

WBNX, New York, will give the young folks a chance to show their elders how to run the nation. A new program titled *Youthopia* is based on a mythical city run by youths, who incidentally acquire knowledge of civics. Youths will have a say in the management of Youthopia providing they take out "citizenship" by writing to the station. Citizens will vote for officers and participate in debates on governmental functions.

A QUICK audience developed for *The Air Is Yours*, new feature conceived by Harold Fair, program director of WHO, Des Moines. It is built from seven three-minute manuscripts submitted by listeners who treat any subject they wish. A jury of four selects seven papers from the hundreds that pour in each week, each one selected netting the writer a $5 check.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast an "Inquiring Reporter" Program!

WBT, Charlotte, N. C., has issued a new rate card creating three classes of discounts to clients, with a few changes in rates included. Discounts are weekly volume dollar, weekly frequency, and discount for consecutive weeks. The new arrangement gives sponsors more opportunity to earn discounts with announcement business in connection with programs. The card is easy to figure, according to Manager William Schudt. WBT maintains only one rate card, having abandoned its local card two years ago.

WITH aeronautical interest high in Texas, KFJZ, Fort Worth, has started *Aviation Topics*, presenting air news for the layman. Prominent airline and other speakers participated in the opening program, which will introduce visiting aviation personalities. Elbert Haling is in charge of the series.

ON THE *Hollywood Whispers*, narrated by George Fischer and recently transferred from KFWB, Hollywood, to KHJ, Los Angeles, a "Hollywood Whispers Medal" will be given each month to the most popular film actor or actress. Fan mail votes will be the base of awards. Listeners send in name, address and birth date. On their birthday Fischer sends an autographed picture of their favorite star.

DURING the recent Texas elections KFRO, Longview, fed a Texas network composed of 19 stations. This is believed to be the largest hookup in Texas history and the first time a local 100-watt station has fed a big hookup.

"PLEASE, oh, please let me have my baby back again," pleaded the mother of 20-month-old Harry Browe, Detroit kidnaping victim, over a mobile unit of WWJ, Detroit. The frantic mother was making the plea in the hope that kidnapers would be listening. The assignment was one of the first given the new No. 1 mobile unit, which had been used to interview children on the subject: "Are you glad to go back to school?"

1000 Watts KIRO 710 KC
SEATTLE, WASHINGTON

KIRO LOOIE says:
"And do they like it."

KIRO
Geo. Hayes

KIRO . . . with exclusive broadcasts of baseball, basketball, track and hockey games, has consistently carried ten times the sport events of any other station in Western Washington!

NEW YORK
DETROIT
NATIONAL REPRESENTATIVES
John Blair & Co.
CHICAGO
SAN FRANCISCO

**TO NEW YORK STATE NET**—Photo taken during Sept. 13 program originating at Strand Theater, Albany, and WABY for the recently formed New York State Broadcasting System, cooperative network of Empire State stations [BROADCASTING, Aug. 1]. Left to right are: Eugene Jelesnik, orchestra leader; Harold E. Smith, manager of WABY; Andy Roy, theatre manager; William E. Fitzsimmons, president Albany Chamber of Commerce; Royden Rand, announcer; Charles A. Smakwitz, Warner executive.

WKBW and WGR, Buffalo, recently broadcast by shortwave from local headquarters of two major political parties. Roger Baker, special features director, broadcast election returns from the studio as quickly as they were compiled at the city hall. Party officials and candidates were interviewed in the shortwave programs.

A NEW series of medical talks has been started Sunday evenings on WHAM, Rochester, under auspices of the Medical Society of the County of Monroe. The progress of preventive medicine during the past century will be reviewed and general medical information will be given.

WCCO, Minneapolis, cooperating with Minnesota Educational Association, is presenting a weekly discussion series titled *North Star School*, designed to inform the public on educational problems and to demonstrate work of Minnesota public school musical groups. N. R. Ringdahl is chairman of the association's radio committee.

THE KOIL, Omaha, *Man on the Street* is now called *The Curb Exchange* and instead of the announcers having all the best of it, the people interviewed ask the announcer one question.

WWVA, Wheeling, broadcasts a 15-minute *Everybody Sings* in connection with its stage presentation of the WWVA *Saturday Night Jamboree*. During this sing a musical poll is conducted. A familiar chorus is selected and Republicans are asked to show their colors musically, after which the Democrats are called upon to sing the same tune.

FORMATION of High school radio clubs was effected by WNEW, Newark, Sept. 22 at a convention arranged by the station. Clubs will be invited to attend WNEW broadcasts and station employes will visit clubs to lecture on various phases of radio. Programs representative of different high schools are to be arranged.

WKRC, Cincinnati, is installing a temporary studio in the Hotel Alms to take care of the increase in studio programs. Construction is under direction of Frank Dierringer, chief engineer. The studio also will be used during building of the new WKRC studios.

WSOC, Charlotte, N. C., used two mobile units to cover the recent visit of President Roosevelt, with Charles Hicks, announcer, and S. T. Carter, engineer, moving along the station platform and among the crowds. The President's address was handled by Paul Norris, announcer, and John Ward, remote engineer.

IN OBSERVING its 14th birthday in September, WOAI, San Antonio, presented Ken McClure, news editor, talking and playing a recording over the 1922 microphone and acoustican, then repeating the same words and a transcription of the same piece on modern equipment.

IN A two-way experimental shortwave relay over W6XMK and W6XML, working on a 5 meter band, KROW in Oakland, Cal., broadcast the 250 National Stock Car Race from the Oakland Speedway on Sept. 20. Bill Meyer, sports announcer, in the racing car, handled the KROW rebroadcast which is said to be the first of its type on the Pacific Coast.

WHIO, Dayton, has started a series of political forums in cooperation with the local YMCA. It is designed to give viewpoints of various groups, presented under nonpartisan auspices.

WITH little fuss, WBNX, New York, went on 1,000 watts Sept. 21, increasing its signal strength an estimated 12 times with the aid of a directional antenna above the Palisades in Cliffside, N. J.

AUXILIARY studios will be installed by WDNC, Durham, N. C., at Duke University, Durham High School and for colored talent. Regular studios are located atop the Washington Duke Hotel.

ALTHOUGH the next Olympic Games will not occur until 1940, Japan Broadcasting Corp. announces that it has already started preparations for broadcasting the results to the world.

"49th
best diggin's in the land"
WHBF

Bonanza territory for radio advertisers in Davenport, Rock Island & Moline. Write today on business letterhead for this new, lively brochure.
WHBF, Argus Bldg., Rock Island, Ill.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

## Success of Tests Led to Expansion Of Lipton Program

### One-Station Series Expanded To Network by Tea Sponsor

WHEN Frank Presbrey Co. was flirting with a radio idea for its client Thomas J. Lipton Inc., New York (tea), there were two things it wanted to know: First, whether its test program on WJZ featuring Ralph Kirberry had an audience; second, was the program actually selling merchandise.

Newspaper spotlight ads were used for a while to inform readers of radio pages that a new series was beginning.

"Another ingenious and economical idea was to reproduce the same drawings from which the spotlight ads were made, on 9 by 11½-inch sheets, for retail grocery outlets in the territory covered by the program," according to NBC's *Broadcast Merchandising*. "These were used as window poster reminders at the point-of-sale. This was another two-way method of reminding listener-buyers of the program.

"In order to get an answer to the first question (whether an audience really existed for the program), announcements were made for one week that a standard-size package of Lipton's Tea, or a carton of individual tea bags, could be secured free—one to a family. Results from this offer far exceeded expectations.

"Having satisfied themselves that a good audience existed, Lipton made their second test to determine whether the program was actually selling merchandise. An offer was made of an attractive 24-page booklet, 'Your Future in the Tea Cup.' Listeners were required to send in a boxtop. The agency estimated that if one-tenth as many people sent in boxtops for this booklet as had for the free sample this would be sufficient evidence that the program was selling merchandise.

"The returns proved to be very satisfactory and caused Lipton not only to renew the three evening programs over WJZ but also to extend the same program to the NBC-Red Network on Thursday morning, at 11:30-11:45 a. m.

"Although no special survey has been made among retailers, many indications point to the wisdom of careful preliminary testing. In several territories, an increased interest in Lipton's Tea has been shown by dealers. This interest was purely a reflection of consumer sales created by the radio program because this medium was the only advertising used in these markets.

"The agency is continuing to merchandise the program carefully and soundly. A new window poster has just been produced and is being used to promote the second 13-week series which was recently renewed."

**WGH**
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

SENOR PUENTE

## RECORD REMOTE

### Argentine Station Picks Up Long Island Polo

LR4, Buenos Aires, made a record remote control broadcast last month when it carried the International Polo Matches between Argentina and the United States direct from Westbury, Long Island, to Buenos Aires.

The broadcast was arranged through cooperation of NBC, RCA and Conquest Alliance Co. Juan Manuel Puente, ace sports announcer of LR4, flew to New York to broadcast the games in Spanish. Puente's description of the polo matches was carried to NBC studios and relayed to the RCA shortwave transmitter at River Head, Long Island. At Buenos Aires the account was picked up by an RCA subsidiary and sent on telephone wires to LR4.

Details of the 7,000-mile broadcast were handled by Phillips Carlin, program manager of NBC; W. W. Lundell, NBC special events director, and A. M. Martinez, secretary in charge of export relations for Conquest Alliance, which represents the station. The U. S. Polo Association gave LR4 exclusive foreign broadcasting rights to the series.

---

LONGINES - WITTNAUER Co., Inc., New York (clocks and watches) is planning to place time signals, on a cash basis, through J. Lewis Associates, New York.

"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

## HONORED BY WTMJ

### New Series Pays Tribute to Station's Clients

A NEW weekly series of testimonial programs dedicated to leading Milwaukee radio advertisers by WTMJ, Milwaukee, bears the title *Reviewing the Leaders in Radio*. Wadhams Oil Co., Milwaukee, as the station's largest and most consistent advertiser, was the first client to be honored. Wadhams has done a year-round job on the air, sponsoring baseball, football and basketball broadcasts for eight years. The second "guest of honor" was Sanders Clothing Co., Milwaukee, which set an all-time record for spot broadcasts with 1,000 announcements in a single year on WTMJ.

The programs are a full hour on Saturday evenings, featuring orchestra, male chorus and soloists. The highlight is a dramatized history of the firm singled out for attention, stressing its position in the community, and tying up its business leadership with its consistent radio advertising.

The program will continue indefinitely, honoring all advertisers who have used WTMJ for four years or more.

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### Simpers to New York

SIMPERS Co., Philadelphia, has opened offices in New York at 444 Madison Ave. to handle the Anthracite Industries account and on Oct. 5 plans to close its Philadelphia office entirely and move the entire staff to New York where it will service all accounts.

The Golden Leaf brings to central North Carolina millions of dollars!

More than 65% of all domestic cigarettes are manufactured within fifty miles of WBIG's transmitter . . . Camels, Luckies and Chesterfields . . . all these famous brands are sponsoring great programs over this station.

Place your advertising where it will be heard by listeners with spending power and with the station that will give you intelligent merchandising service.

**WBIG** in Greensboro, N.C.
EDNEY RIDGE, Director
"The Favorite Station in the Favored Region"

**We Solve Problems Daily**

**DID YOU EVER HEAR OF A *RUBBER* DOLLAR?**

NEITHER DID WE—but we do know that any old dollar, intelligently spent, takes on an elastic quality.

And many wise advertisers have learned that it is possible to stretch their appropriations—without sacrificing the quality of their purchases — simply by choosing the *right* market.

**WSPD**

*is exclusive in Toledo and Northwestern Ohio*

—and the rates are *dollar-right*.

*Ask for one of our new 500 microvolt contour maps*

Studios:
Commodore Perry Hotel,
Toledo, Ohio

Transmitter:
Perrysburg,
Ohio

*National Representatives*
**JOHN BLAIR & COMPANY**
New York Chicago Detroit San Francisco

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations**

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WBZ-WBZA, Boston-Springfield

Wm. W. Lee & Co., Troy, N. Y. (Save-the-Baby), 6 weekly *t*, thru Leighton & Nelson, Schenectady.

Oyster Shell Products Corp., New York (poultry feed), 26 *sa*, thru Husband & Thomas Inc., N. Y.

Parker Bros., Salem, Mass. (games), 6 weekly *sa*, thru John W. Queen, Boston.

Frye Co., Watertown, Mass. (Pancreo-Bismuth), 50 *sa*, thru Lawrence M. O'Connell, Springfield.

E. L. Knowles Inc., Springfield, Mass. (Rubine), 100 *sa*, thru Lawrence N. O'Connell, Springfield.

Zenith Radio Corp., Chicago, 36 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Block Drug Co., Brooklyn (Omega Oil), 52 *sp*, thru Husband & Thomas Inc. N. Y.

Boston & Maine Railroad, Boston, 26 *sa*, thru Doremus & Co. Inc., Boston.

Florence Stove Co., Florence, Mass., weekly *t*, thru Wm. B. Remington Inc., Springfield, Mass.

Hudson Coal Co., Scranton, 2 weekly *sp*, thru Leighton & Nelson, Schenectady.

### WNAX, Yankton, S. D.

American Gas Machine Co., Albert Lea, Minn. (stoves), weekly *t*, thru Greve Adv. Co., St. Paul.

H. C. Garrott Inc., St. Paul (candy), 3 weekly *t*, thru Midwest Recordings, Minneapolis.

Mother's Home Life, Chicago (magazine), 100 *sa*, thru Albert Kircher Co., Chicago.

Mantle Lamp Co. of America, Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

Northern Pacific Railway, St. Paul (Immigration dept.), 6 *sa*, thru McCord Co., Minneapolis.

Omaha Flour Mills Co., Omaha, 3 weekly *sp*, thru J. Walter Thompson Co., Chicago.

Uncle Sam Breakfast Food Co., Omaha (O-Kay flakes), 6 weekly *sa*, thru Bozell & Jacobs Inc., Omaha.

Procter & Gamble Co., Cincinnati (white naptha), 390 *ta*, thru Blackman Adv. Inc., N. Y.

### KGO, San Francisco

Albers Bros. Milling Co., Seattle (dog food), 2 weekly *t*, thru Erwin, Wasey & Co. Inc., Seattle.

H. R. Bassford Co., San Francisco (Kelvinator refrigerators), weekly *t*, thru M. E. Harlan Adv. Agency, San Francisco.

Gilmore Oil Co., Los Angeles (Red Lion gas), weekly *sa*, thru Botsford, Constantine & Gardner, San Francisco.

### KFBK, Sacramento

Wheatena Corp., Rahway, N. J. (cereal), 3 weekly *t*, thru Rohrabaugh & Gibson Inc., Philadelphia.

Chanslor & Lyon Stores, San Francisco (Crosley radios), 4 daily *sa*, thru M. E. Harlan Adv., San Francisco.

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

### KGA, Spokane

General Mills Inc., San Francisco (cereals), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.

### WNAC, Boston

Oakland Chemical Co., New York (Dioxogen cosmetics), 3 weekly *t*, thru Small, Kleppner & Seiffer Inc., N. Y.

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 6 weekly *sa*, thru Broadcast Adv. Inc., Boston.

Granada Vineyards Inc., Cambridge (Bear Creek wine), 23 *sa*, thru Stoddard-Sampson Co., Boston.

F. B. Washburn Co., Brockton, Mass. (Walico candy bars), 52 *sa*, thru Broadcast Adv. Inc., Boston.

Dodge Bros. Corp., Detroit (autos), 5 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

Greyhound Management Inc., Cleveland (bus line), 26 *sa*, thru Beaumont & Hohman Inc., Chicago.

E. Fougera & Co., New York (Vapex), weekly *t*, thru Small, Kleppner & Seiffer Inc., N. Y.

Johnson Educator Food Co., Cambridge (Crax), 364 *sa*, thru John W. Queen, Boston.

### WHIO, Dayton

MidStates Steel & Wire Co., Crawfordsville, Ind. (fence posts), 6 weekly *sa*, thru Mace Adv. Co., Peoria.

Shell Petroleum Corp., St. Louis, 4 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney Inc., N. Y.

Ironized Yeast Co., Atlanta (proprietary), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Inc., N. Y.

Lever Bros. Co., Cambridge, Mass. (Spry), 6 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.

### WEAN, Providence

Granada Vineyards Inc., Cambridge, Mass. (Bear Creek wine), 7 weekly *sa*, thru Stoddard Sampson Co., Boston.

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

National Carbon Co., New York (Prestone), series of *sa*, thru J. M. Mathes Inc., N. Y.

### WKRC, Cincinnati

Dodge Bros. Corp. (autos), 11 *ta*, thru Ruthrauff & Ryan Inc., N. Y.

### KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Foley & Co., Chicago (Honey & Tar), 130 *sp*, thru Lauesen & Salomon, Chicago.

Chocolate Products Co., Chicago (Stillicious), 3 weekly *t*, thru J. L. Sugden Adv. Agency, Chicago.

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.

Pinex Co., Fort Wayne, Ind. (cough medicine), weekly *sp*, thru Baggaley, Horton & Hoyt Inc., Chicago.

American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.

Wheatena Corp., Rahway, N. J. (Wheatena), 3 weekly *t*, thru Rohrabaugh & Gibson, Philadelphia.

Swift & Co., Chicago (Sunbrite), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.

### WHK, Cleveland

Willard Storage Battery Co., Cleveland, 3 daily *sa*, thru Meldrum & Fewsmith, Cleveland.

Compagnie Parisienne Inc., San Antonio (cosmetics), 6 weekly *t*, thru Northwest Radio Adv. Inc., Seattle.

Kenton Pharmacal Co., Covington, Ky. (Brownatone hair dye), 3 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.

Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

General Mills Inc., Minneapolis, weekly *sp*, thru Simons-Michelson Co., Detroit.

### WOAI, San Antonio

Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Southland Life Insurance Co., Dallas, weekly *sp*, direct.

Humble Oil & Refining Co., Houston, weekly *sp*, thru Franke-Wilkinson-Schiwetz Inc., Dallas.

General Mills Inc., Minneapolis (Wheaties), weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

### WICC, Bridgeport

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), 100 *sa*, thru Broadcast Adv. Inc., Boston.

Continental Baking Co., New York (Wonder Bread), 120 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

AMATEUR HOUR
F. RYAN

DRAWN BY FRANK M. RYAN

*"First, I'll Imitate Her. Then She'll Imitate Me"*

From Saturday Evening Post

### KFRC, San Francisco

Roman Meal Co., Tacoma, Wash. (Speed-I-Mix flour), 2 weekly *sp*, thru Milne & Co., Seattle.

Germfree Products Co., San Francisco (sanitary toothbrush holder), 5 weekly *sp*, direct.

American Tobacco Co., New York (Rio Tan Cigars), 5 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Old Homestead Bakery, San Francisco (bread), 6 weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.

Taste Good Bakeries, San Francisco (bread & pastry), weekly *sp*, thru Joseph J. Tissier Adv. Agency, San Francisco.

Hirsch & Kaye, San Francisco (optical supplies), weekly *t*, thru Long Adv. Service, San Francisco.

Granat Bros., San Francisco (mfg. jewelers), weekly *sp*, thru Long Adv. Service, San Francisco.

Hastings Inc., San Francisco (men's clothing), weekly *t*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Boldemann Chocolate Co., San Francisco, weekly *sp*, direct.

### WOR, Newark

Drums Inc., Detroit (cleaner), 3 weekly *sa*, thru C. C. Wingham Inc., Detroit.

W. K. Kellogg Co., Battle Creek (cereal), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.

Drug Trade Products Inc., Chicago (Peruna, Kolor Bak), 2 weekly *sp*, thru Benson & Dall Inc., Chicago.

Sterling Products Inc., New York (Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, N. Y.

Pechter Baking Co., New York, weekly *sp*, thru Mackay-Spaulding Co. Inc., N. Y.

Sterling Products Inc., New York (Haley's M-O, Phillips toothpaste, Danderine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

### KGMB, Honolulu

National Carbon Co., New York (Prestone), 3 weekly *sa*, thru J. M. Mathes Inc., N. Y.

Sperry Flour Co., San Francisco (cereal), 3 weekly *sa*, thru Westco Adv. Agency, San Francisco.

Carleton & Hovey Co., Lowell, Mass., 182 *sa*, thru John W. Queen, Boston.

Oakite Products Inc., New York, 13 *sp*, thru Calkins & Holden Inc., N. Y.

### WBT, Charlotte, N. C.

American Gas Machine Co., Albert Lea, Minn., 3 weekly *sp*, thru Greve Adv. Agency, St. Paul.

Mantle Lamp Co. of America, Chicago, weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.

Pinex Co., Fort Wayne, Ind. (cough syrup), 12 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

Sherwin-Williams Co., Cleveland (paint), 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.

### KFYR, Bismarck, N. D.

H. C. Garrott Inc., St. Paul (candy), 13 *t*, thru Mid-West Recordings Inc., Minneapolis.

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Independent Grocers Alliance, Chicago (IGA), 26 *t*, direct.

### KOA, Denver

Duart Sales Co. Ltd., San Francisco (Creme of Milk Facial Cream, Permanent Waves), 2 weekly *t*, thru Howard E. Williams Advertising, San Francisco.

### WENR, Chicago

Duart Sales Co. Ltd., San Francisco (Creme of Milk Facial Cream & Permanent Waves), 2 weekly *t*, thru Howard E. Williams Adv., San Francisco.

### KJR, Seattle

General Mills Inc., San Francisco (cereals), 5 weekly *t*, thru Westco Adv. Agency, San Francisco.

# Grid Games Snarl Baseball Schedule

### Football Commitments Clash With World Series Oct. 3

WITH numerous non-network affiliated stations added in order to give the benefit of the broadcasts to local dealers, Ford Motor Co., Detroit, on Sept. 30 began sponsorship of the World Series over combined NBC, CBS and MBS networks and a total of about 200 stations. Through N. W. Ayer & Son, its agency, the Ford company paid $100,000 to be divided up in the series financial pool for the privilege of carrying the games and is paying full rates for network and station time. It is the third successive year of Ford sponsorship of the series.

New York, Chicago and Detroit offices of the agency were handling the station lineup details, which became somewhat complicated at the eleventh hour due to previous commitments by some stations for sponsored football broadcasts scheduled for Oct. 3. In some cases, notably WOR, the baseball broadcasts of that day must be dropped in favor of football.

Handling the details from Detroit was Frank Scott, Ayer manager, with H. G. McCoy handling special publicity. The broadcasting of the games was timed to start at 1:15 p. m. (EST), or 15 minutes before each game.

Assigned by NBC to handle the microphone are Tom Manning, of WTAM, Cleveland; Ty Tyson, of WWJ, Detroit, and Warren Brown, sports editor of the *Chicago Herald & Examiner*. Handling the games for CBS are Boake Carter, Philco commentator; France Laux, ace sports announcer of KMOX, St. Louis, and Bill Dyer, WCAU, Philadelphia.

The Mutual Network's group of stations signed for the games includes WOR, WGN, CKLW and WOL, with WHN, New York, taking its accounts. WLW, the other basic MBS station, is taking the NBC reports. Mutual announcers are Gabriel Heatter, WOR commentator; Bob Elson, WGN, and Tony Wakeman, WOL.

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## Pickard-Gannon Firm

BUYING spot announcements and studio programs on various stations, Pickgan Labrofacts Inc., 250 E. 43rd St., New York, a new proprietary manufacturer and distributor now marketing Allay, an aspirin product, is planning expansion of its line. The company is owned by Sam Pickard, CBS vice president, and Charles Gannon, radio director of Arthur Kudner Inc.. a contraction of whose names forms the company name. Mr Pickard is no longer active in CBS affairs, spending most of his time on his farm near Flat Rock, N. C

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WILLIAM S. PALEY, CBS president, and Mrs. Paley returned to New York on Sept. 21 aboard the *Queen Mary*.

THE ONLY NBC BLUE NETWORK STATION
*Between* ST. LOUIS *and* DENVER

**WREN**

CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA *and* ST. JOSEPH

## STORE'S BIRTHDAY

### Marshall Field Gives Radios And Messages

MARSHALL FIELD & Co., Chicago department store, currently holding its second annual radio show, Sept. 25 to Oct. 3, has installed an RCA shortwave transmitter and offers all visitors the chance to send a message to any part of the world free of charge, transmission being handled by members of the United States Shortwave Relay League. Casts of such popular programs as *Stars of the Milky Way, Bachelors Children, Nothing But the Truth*, Marshall Field's own *Musical Clock* (two-hour breakfast time program now in its seventh consecutive year) and others make personal appearances each afternoon.

Visitors owning sets manufactured by any of the seven companies displaying at the show (Crosley, General Electric, Philco, RCA-Victor, Sparton, Stromberg Carlson, and Zenith) are invited to register their receivers' serial numbers, and oldest set of each make registered during the week will be exchange for a new model of the same make. The antique models will be presented to the Museum of Science and Industry.

Show is being advertised in all Chicago dailies and the shopping news as well as on *Musical Clock*. Details of the exhibition were worked out by G. R. Schaeffer, publicity director of Field's, and Miss Frances Baker of the store's advertising department, and W. O. Maxwell of Aubrey, Moore & Wallace Inc., Chicago, in charge of the store's advertising.

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## Union Party on Air

THE UNION PARTY is sponsoring Dave Edelson's *Sidewalks of Chicago* broadcasts, Tuesdays, Thursdays and Saturdays, 12:30-12:45 p. m., CST, over the Illinois Group of ABC stations, in a campaign to elect William Hale Thompson governor of Illinois and Lemke president. Account, which is placed direct from the party headquarters in Chicago, started Sept. 22 and is scheduled to run until election day. Stations in the hookup include: WTAX, Springfield, WJBL, Decatur, WROK, Rockford, WHBF, Rock Island, WCLS, Joliet, WIL, St. Louis, and WWAE, Hammond.

**AVAILABLE**
**RADIO EXECUTIVE**

**• Ten years experience with outstanding radio stations in management, sales, program, production and merchandising. Responsible for many radio features and artists. Wants to prove value of personal services to agency or station. Salary to start secondary consideration.**

ADDRESS
Box 559—Broadcasting

## IGA To Add Stations

INDEPENDENT Grocers' Alliance of America, Chicago, started a spot campaign on Sept. 29, using a fifteen-minute script show, *One Girl in a Million* transcribed by WBS, three mornings weekly on WCCO, WDAY, KFYR, WHO, WIBW, WKBH, KOA, WBBM, WTMJ, WMBH, WWVA and WKY, with about as many more stations to be added as the campaign progresses. The commercials will be in part institutional, urging people to trade with the independent merchants whose stores display the IGA label, and in part direct advertising of specific merchandise. Teaser posters, handouts for insertion with grocery orders, and space in the organization's advertisements in newspapers and shopping guides are being used to merchandise the program to the public, and a weekly bulletin of merchandising ideas will be sent to members from IGA headquarters. Agency: Charles Daniel Frey Co., Chicago.

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## New P. & G. Series

PROCTER & GAMBLE Co., Cincinnati (Lava soap), is sponsoring *Houseboat Hannah*, a transcribed daytime script show, Mondays through Fridays, on WJR, KMOX, WBBM, WDAF and several other stations to be selected, starting in mid-October and placed through Blackett - Sample - Hummert Inc., Chicago. P. & G. on Sept. 28 started its tenth program on NBC, with *Tim Healey, the Ivory Reporter*, on three NBC-Blue stations, WJZ, WBZ-WBZA, Mondays through Fridays, 9:45-10 a. m. Blackman Adv Inc., New York, is the agency.

**WANTED!**
**A TOUGH USED CAR SALES JOB**
for
**"HAPPY DAN**
the
**USED CAR MAN"**

***Wire or Write***

"TIME IS MONEY"
Radioaids
REG. U. S. PAT. OFFICE INC.

**1357 No. Gordon**
**Hollywood, Calif.**

•

***Also available***

**Laundry** **Bread**
**Loan** **Ice Cream**
**Furniture** **Jewelry**
**RADIOAIDS**

SHOWMANSHIP *for* SALES
WITH

**WHN**

THE STATION OF ~~STARS~~ RESULTS

Showmanship means entertainment that brings *results* in dollars and cents... Advertisers using WHN have at their disposal the vast showmanship resources of the WHN Artists' Bureau, the Metro-Goldwyn-Mayer Studios, and the Loew's Theatre chain. A few choice program periods are still available for the Fall and Winter season.

**WHN • 1540 BROADWAY, N.Y.**

### George T. May III

GEORGE T. MAY III, Chicago advertising executive, died Sunday, September 20, in the Hinsdale sanitarium following a week's illness. Mr. May, who was 32 years old, had resigned his position as radio director of the Chicago office of Batten, Barton, Durstine & Osborn Inc., less than a month before his death, to become advertising director of Atlas Brewing Co., Chicago.

GENE FROMHERZ has joined the Chicago radio department of J. Walter Thompson Co., where he was placed in charge of spot radio campaigns, starting Sept. 28. Mr. Fromherz for several years was associated with First United Broadcasters, Chicago, until recently was sales promotion manager of Affiliated Broadcasting Co.

SPOTLITES
5 MINUTE
DRAMATIC AND
MUSICAL SPOTS
BUILT FOR LOCAL
SPONSORSHIP
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

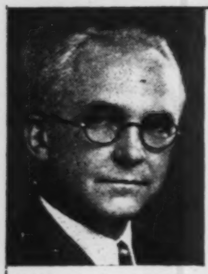
## AGENCIES AND REPRESENTATIVES

WILLIAM G. RAMBEAU and Bill Cartwright, of Rambeau Co., Chicago staff, spent several weeks on the West Coast, in September, visiting the stations of the Don Lee Broadcasting System for which the Rambeau Co. has recently been appointed national sales representative. During their absence their Chicago quarters in the Tribune Tower were remodeled and enlarged to include an audition room and increased office space.

STOCKTON, WEST & BURKHARDT, a new agency, has been formed in Cincinnati with offices in First National Bank Bldg. Organizers are Eric W. Stockton, formerly vice-president and secretary of Ralph H. Jones Co.; William Z. Burkhardt, formerly vice-president and sales manager of the same agency, and Ronald West, formerly copy chief of the same firm, all of whom have sold their stock holdings in the concern. Mr. Burkhardt is president. Mr. Stockton vice-president and Mr. West secretary of the new agency.

CECIL UNDERWOOD, former Pacific Coast NBC program manager who recently went to New York as radio producer for Ruthrauff & Ryan Inc., will return to Hollywood late in October to open Hollywood offices for the agency. He will produce the new Lever Brothers' program for Rinso and Lifebuoy soap from the Coast. Victor Young's Orchestra will change from *Shell Chateau* to the Rinso-Lifebuoy series when it is inaugurated in November.

LONG ADV. SERVICE has moved its San Francisco offices to larger quarters in the Russ Bldg., that city, doubling its space. Ray Rogers, formerly with the *San Francisco Call-Bulletin*, has joined the agency as copywriter. Hassel Smith is in charge of the San Francisco offices.



CARL E. BAUERMEISTER, President of the Chas. W. Bauermeister Co., of Terre Haute, Indiana, the old wholesale distributing firm of the Wabash Valley . . . distributing "JANE JUSTICE" brand food products.

Consistent
HOME WORK
Places
*Jane Justice*
*ahead of the class!*

"—Jane Justice foods are leading all other lines we handle, in sales. We attribute this marked sales increase to the thorough and speedy job of selling WBOW has done in the homes in this territory . . ."

Signed
*Carl E. Bauermeister*

Get this "consistent homework" to promote your product in the Wabash Valley. Choose WBOW to do the job!

*National Representatives*
FURGASON and ASTON
New York Chicago Detroit

W. W. BEHRMAN
*Director*

250 WATTS
WBOW
1310 KC.
*on the banks of the Wabash*
TERRE HAUTE INDIANA

### Presto, Chango!

IT'S now WJSV, Washington; KOIL, Omaha, and WEBC, Duluth—and no more equivocations! In the past, you will recall, WJSV officially was in Alexandria, Va., KOIL in Council Bluffs, Ia., and WEBC in Superior, Wis. At its first autumn meeting Sept. 22, the FCC Broadcast Division approved removal of main studios of these stations to the larger cities. That is because up to a few months ago broadcast quota provisions prevented assignment in the states of main studios. Repeal of the Davis equalization amendment at the last session of Congress made the official removals possible. In each instance, however, it is simply a change in call-letter designation and main studios for the stations have had "auxiliary" studios in the larger cities anyway.

HAROLD W. DAVID, in charge of the Lord & Thomas radio department in San Francisco, after three months in New York, where he made a study of the eastern radio market, has returned to the West Coast. He is reorganizing the San Francisco radio department.

RAY LINTON, Chicago, station representative, and Miss Doris Poole, High Point, N. C., are to be married in November. They will make their home in Chicago.

MISS SYBIL SEAGULL, formerly with WNEW, Newark, and Miss Dorothea Reilly, formerly with Erwin, Wasey & Co., and Lord & Thomas, have organized Seagull-Reilly Associates, 55 W. 42d St., New York, as a market research and contest management concern.

RAYMOND RUBICAM, of Young & Rubicam Inc., New York, arrived at the firm's new Hollywood office late in September on an inspection tour.

FRANKLIN W. ORVIN, formerly vice-president of Equinox Co., operating resorts, has joined the radio department production staff of Batten, Barton, Durstine & Osborn Inc., New York.

BEAUMONT & HOHMAN Inc., has moved its San Francisco headquarters to 700 Mills Bldg., doubling its former office space. Herbert D. Cayford is manager, with A. W. Scott in charge of radio.

WALTER BIDDICK Co., Los Angeles station representatives, has been appointed coast sales representatives for KGU, Honolulu, and for the new KYOS, Merced, Cal.

WWNC
ASHEVILLE, N. C.
*Full Time NBC Affiliate* *1000 Watts*
●
Big Crops and
Good Prices!

Official estimates indicate North Carolina's 1936 crop values will equal the quarter billion dollars of 1935. Use WWNC and you blanket Western North Carolina — where prosperous agriculture joins with manufacturing, resort business and mining to make a rich, responsive market!

ROBERT S. HOTZ in charge of radio production at Blackett-Sample-Hummert Inc., Chicago, has resigned effective Oct. 1. Mr. Hotz, who was a member of the NBC sales staff in Chicago before joining the agency, has not announced his plans.

GEORGE VOS, radio advertising manager of The Texas Co., James Tierney, Mr. Vos's assistant, and Louis A. Witten, vice president in charge of radio for the Texas agency, Hanff-Metzger Inc., New York, are in Hollywood supervising the new *Eddie Cantor* CBS program which made its debut Sept. 20. Mr. Witten was expected to return East after the Sept. 27 broadcast. Mr. Vos and Mr. Tierney will probably remain on the West Coast indefinitely.

GEORGE ROESLER, radio station representative, has resigned as national sales manager of the Affiliated Broadcasting Co. to devote his full time to the sale of time on the stations he represents. Mr. Roesler has opened an office at 360 N. Michigan Ave., Chicago.

JACK NELSON, radio director of Kenyon & Eckhardt Inc., New York, on Sept. 26 resigned to join Frank Mooney, building and management service, in Lauderdale, Fla. Mr. Nelson has been in the radio field since 1922 and at one time was connected with the radio departments of Lennen & Mitchell Inc., and Lord & Thomas, both New York agencies. No successor to Mr. Nelson has been announced.

## *REGIONAL OFFICERS SELECTED BY AAAA*

ELECTION of new officers and governors for the four sectional councils of the American Association of Advertising Agencies was announced Sept. 23 by the AAAA with expiration terms as follows:

New York Council — Mark O'Dea, O'Dea, Sheldon & Co., New York (1937), chairman; T. S. Buchanan, Hanff-Metzger Inc., New York (1938), vice chairman; Samuel W. Meek Jr., J. Walter Thompson Co., New York (1937), secretary-treasurer. Governors: Richard Compton, Blackman Advertising Inc., New York (1937); Ben C. Duffy, Batten, Barton, Durstine & Osborn, New York (1938); Charles Dallas Reach, Charles Dallas Reach Co., Newark (1938); R. L. Strobridge, Newell-Emmett Co., New York (1937).

New England Council—Ernest V. Alley, Richardson, Alley & Richards, Boston (1938), chairman; A. E. Greenleaf, The Greenleaf Co., Boston (1938), vice chairman; Mason L. Ham, Mason L. Ham Advertising, Boston (1937), secretary-treasurer. Governors: S. A. Conover, S. A. Conover Co., Boston (1937); Henry B. Humphrey, H. B. Humphrey Co., Boston (1938).

Atlantic Council — Joseph Katz, The Joseph Katz Co., Baltimore (1937), chairman; Rowe Stewart, Stewart-Jordan Co., Philadelphia (1938), vice chairman; Florence M. Dart, The Simpers Co., Philadelphia (1938), secretary-treasurer. Governor: C. Harold Marston, Geare-Marston Inc., Philadelphia (1937).

Western Council — H. M. Dancer, Henri, Hurst & McDonald Inc., Chicago (1937), chairman; W. W. Lewis, Campbell-Ewald Co., Detroit (1938), vice chairman; Albert W. Sherer, Lord & Thomas, Chicago (1938), secretary-treasurer. Governors: Milton J. Blair, J. Walter Thompson Co., Chicago (1938); Charles Daniel Frey, Charles Daniel Frey Co., Chicago (1937); E. G. Marshutz, Gardner Advertising Co., St. Louis (1938); Maurice H. Needham, Needham, Louis & Brorby, Chicago (1938); Z. L. Potter, Erwin, Wasey & Co., Chicago (1938); Merle Sidener, Sidener, Van Riper & Keeling, Indianapolis (1937).

THE *National Farm & Home Hour* on Oct. 2 will begin its ninth year on an NBC-Blue network.

## Aladdin Campaign Covers Wide Area

MANTLE LAMP Co., Chicago (Aladdin lamps), is just getting under way with its 1936-37 radio campaign, using barn dance, and hillbilly programs on stations in all parts of the United States and Canada in which there are unelectrified farms whose owners are users of kerosene lamps. Ed Fellers, radio director of Presba, Fellers & Presba Inc., Chicago agency in charge of the Mantle Lamp advertising, is concluding a trip through Canada and the Eastern States, contracting for time and programs. Already contracted are: "Smiling Ed" McConnell in person on WLS, Saturday, 8:15-8:30 p. m.; WLW, Saturday, 9-9:30 p. m., with WOR, picking up the last half of the program by wire from WLW, Saturday, 9:15-9:30 p. m. The "smiling Ed" programs of hymns, old-time songs and ballads, transcribed into quarter-hour records, will be used once weekly over each of the following stations: KTHS, KOA, WJSV, WJAX, WSB, KGGF, WLBZ, WCSH, WJR, WEBC, KMOX, KWTO, WGY, WWNC, WBT, KFYR, WDAY, WKY, KTUL, WNAX, WSM, WOAI, WWL, WRVA, and CFRB, with more stations not yet selected.

Other Mantle Lamp programs include: *Bar Nothin' Ranch — Boots and Saddles Division*, a program of Western and hillbilly music, on WIRE, daily 6:45-7 a. m.; *Aladdin Barn Dance Frolic* on WHO, Saturday, 8-8:30 p. m. Hugh Aspinwall, in a program similar to McConnell's, on WCCO, Sunday, 4:30-5 p. m.; Tex Owen, *Lonesome Cowboy*, on KMBC, Mon., Wed., Fri., 12:15-12:30 p. m.; *The Plainsmen* on KFAB, daily 6:35-6:45 a. m.; Homer Griffith, *The Friendly Philosopher*, on WFAA, Wed., 6:30-6:45 p. m., Fri., 5:45-6 p. m.

Five-minute programs of ballad music are booked in Canada on CFJN, Calgary; CJCA, Edmonton; CJOR, Vancouver; and CJRC, Winnepeg, Mon., Wed., Fri.; farm market reports, five days a week, on CFRB, Toronto. A morning quarter-hour of recorded music, daily except Sunday, is booked on KDKA; *Lonesome Cowboy* on WWL, Fri. and Sat., 7-7:15 a. m. Announcements are contracted four daily on KMA, two daily on WIBW, and eight weekly on KMMJ.

In addition to the programs sponsored by the Mantle Lamp Co. itself, the McConnell transcriptions are being sponsored by local Aladdin dealers on the following stations: WHBL, KIUP, KGDE, KDLR, KFJM, WHBB, KFPW, KLRA, KIDO, WLAK, WCOA, WTFI, WRGA, WEBQ, WCLS, WHBU, WLAP, WAGM, WFMD, WJMS, KGKY, KICA, WMFF, WEED, KADA, KGDY, WOPI, KFDM, KFRO, KONG, KGKB, WHIS, WMMN.

### Gross Buys WJIM

SALE of 100% of the stock in WJIM, Lansing, Mich., to Harold F. Gross, manager of the station, was concluded Sept. 28. The Michigan local was formerly operated as a partnership, with Mr. Gross, Leonard Verslius and Bliss Keeler as coequal holders of the stock The latter two sold their holdings to Mr. Gross for an undisclosed sum.

## Benson, Peter Confer With FCC on Research Activity of Joint Board

JOHN BENSON, president of the American Association of Advertising Agencies and chairman of the Joint Committee on Radio Research representing advertisers, agencies and stations, and Paul F. Peter, secretary of the Joint Committee in charge of Research, on Sept. 28 conferred with Chairman Prall and Commissioner Sykes of the FCC in connection with the committee's work. The committee was created last year to devise a project looking toward a cooperative bureau for radio research to authenticate station coverage data and listener habits.

Mr. Benson and Mr. Peter related to the commissioners the scope of the work the committee is undertaking, and expressed interest in FCC activities insofar as station coverage is concerned. They discussed informally also the recent FCC clear-channel survey with particular reference to the post-card questionnaire aspects.

The Joint Committee comprises 15 members equally representative of the NAB, AAAA and Association of National Advertisers. It is functioning with funds contributed by NBC and CBS. Mr. Peter, who has established headquarters in New York, is now analyzing station and other coverage data submitted by groups in the industry as a preliminary step toward devising a recommended plan of procedure.

## President's Special Car Given Sound Equipment

LIKE Gov. Landon's private train, to which baggage car completely equipped by Collins Radio Co. with radio and public address equipment is attached, the *Pioneer*, President Roosevelt's pullman car on his current political tours, is fully equipped for sound. The job was completed Sept. 26 by engineers of WOR, Newark, whose public address department was awarded the contract by the radio division of the Democratic National Committee.

Lewis R. Tower, WOR staff engineer, is accompanying the President to handle the equipment. Jack R. Poppele, WOR chief engineer, supervised the installation, with W. B. Davis and Edward J. Content as his assistants.

### KMBC Stays With F & S

REPRESENTATION of KMBC, Kansas City, by Free & Sleininger Inc., will not end on Sept. 30, the termination date of their contract, as previously announced, but will continue, according to Arthur B. Church, and J. Leslie Fox, director of sales. An agreement has been reached covering various areas in which Free & Sleininger maintains offices—New York, Detroit, Chicago and San Francisco. George E. Halley, recently appointed national program sales representative, will continue in this capacity, with headquarters in Chicago. Plan is to synchronize Halley's efforts with those of Free & Sleininger on local program sales for KMBC, but to concentrate his efforts on selling and servicing KMBC national program features and personalities.

FROM THE SOURCE—John Wald (left), dean of KSTP's announcing staff, goes into the field to bring the traffic menace close to home for KSTP, St. Paul. Employing its shortwave truck transmitter, KSTP is originating a series of safety first broadcasts direct from receiving rooms of hospitals, treacherous intersections, police department garages. Heard on the programs are traffic superintendents of Minneapolis and St. Paul; nurses, internes and doctors at receiving hospitals; ambulance and accident squad drivers, and others who come in close contact with the traffic menace.

## Palmolive Series Using 116 Stations

SUPPLEMENTING the CBS *Come On Let's Sing* program Wednesdays, 9:30-10 p. m., Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap) on Sept. 28 began a one-minute spot campaign on 116 stations. The live announcements stress the exclusive use of palmolive soap by the Dionne Quintuplets and are broadcast twice daily, Monday, Tuesday, Thursday, Friday, up to and including Oct. 19. Benton & Bowles Inc., New York, placed the account, which includes the following stations: KOB, WCBA, KGNC, WSB, WPG, WFBR, WLBZ, KFDM, KGHL, WNBF, WAPI, KFYR, KIDO, WBZ-WBZA, WICC, WGR, KGIR, WMT, WCHS, WDOD, WMAQ, WCKY, WTAM, KFRU, WBNS, WFAA-WBAP, WOC, WHIO, KOA, WHO, WJR, WEBC, KTSM, WLEU, WGBF, WMMN, WDAY, WOWO, KMJ, KFBB, WTAQ, WHP, WSVA, WTIC, KPRC, WSAZ, WFBM, WJDX, WJAX, KMBC, WNOX, WLAP, KFAB, KLRA, WHAS, WIBA, WMC, WQAM, WTMJ, KSTP, WTCN, WALA, WSFA, WLAC, WNEW, WWL, WHN, WINS, WMCA, WTAR, WKY, WOW, WDBO, WPAD, WMBD, WFIL, KTAR, KDKA, WCSH, WJAR, WTAD, WEEU, WRVA, WDBJ, WHAM, KFBK, KSL, WOAI, KFSD, KGO, WTOC, WGY, WGBI, KJR, KSOO, KFPY, KWTO, KVI, KWKH, KSCJ, KWK, WFBL, WFLA-WSUN, WSPD, WIBW, WTNJ, KVOO, WIBX, WRC, WWVA, KFH, KGKO, WORC.

### Sapolin Tests in Gotham

SAPOLIN CO., Inc., New York (paints) on Sept. 17 started a series of test quarter-hour programs on WABC, New York, Thursday noon, with Roger B. Whitman discussing methods of keeping a house in repair, under the title *The Better Home*. Tracy-Locke-Dawson Inc., New York, placed the account.

## Discs to Be Placed By Townsend Party

### Two Mexican Stations Listed NBC Rejects Plea for Funds

FOLLOWING a last-minute cancellation of his broadcast over WENR, Chicago NBC-owned station, which had been scheduled for the evening of Sept. 25, Dr. Francis E. Townsend dropped all plans to use the major networks to enlist moral and financial support for his old-age pension plan and began recording a series of quarter-hour talks to be spotted on various stations throughout the country which will allow the use of their facilities for the solicitation of funds.

Dwight Bunnell, radio director of Townsend National Recovery Plans Inc., a national organization with headquarters at 720 N. Michigan Ave., Chicago, stated that NBC officials, while not actually refusing to accept the organization as a program sponsor, had done everything possible to hamper the preparation of the broadcast.

Specifically, Bunnell charges that NBC refused to let Dr. Townsend discuss politics on the grounds that his organization is not a political party and has no right to broadcast political opinions. When a non-political script, described by Bunnell as "educational", was submitted for approval, he said that NBC refused to allow the solicitation of funds and further deleted references to the *Townsend Weekly*, national organ of the organization.

### Contrary to Policy

P. G. PARKER, assistant to Niles Trammell, vice-president of NBC, and manager of WENR, replied that Dr. Townsend's speech had been rejected because it solicited funds. "This is contrary to NBC policy," he said. "No appeal for funds is permitted by NBC regulations except in the cases of the American Red Cross, Salvation Army and local community chests. NBC is willing to allow Dr. Townsend to speak over its stations providing that his speech conforms to the policies of NBC."

As similar difficulties had been encountered at WJJD, Chicago, where a 13-time contract was cancelled after the first broadcast on Aug. 23, Bunnell said that future arrangements for radio time would be made only with stations willing to accept the programs of the Townsendites without constant quibbling. "We have already received letters from more than a hundred independent stations asking for Townsend broadcasts," he stated.

Bunnell further announced that contracts have been signed for 52 half-hour programs, to be broadcast twice weekly over two Mexican stations, XEPN, and XELO, Piedras Negras, which he said can be heard throughout the United States. Bunnell is leaving Chicago Oct. 1 for Mexico, where he will personally handle the broadcasts, each of which will include one of Dr. Townsend's transcriptions, the remainder of the period to be filled by Bunnell.

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WTMJ, Milwaukee, has applied to the FCC for authority to broadcast facsimiles from 12 midnight to 6 a. m. on its regular frequency of 620 kc., using 500 watts.

## RADIO ADVERTISERS

NATHAN DANZIGER, for the last three years general sales promotion and advertising manager of Golden State Co. Ltd., San Francisco (dairy products), has been made director of sales. F. E. Seaton continues as assistant sales manager. M. H. Stewart has been placed in charge of the advertising division under Danziger, who is also president of the San Francisco Advertising Club.

SCOTT FURRIERS, Boston, which started *Guess Who* on WEEI, Boston, and WJAR, Providence, has added WDRC, Hartford and WCSH, Portland, to its schedule. The series now offers 43 awards for listeners who guess titles of orchestra selections. Continental Adv. System, Boston, has the account.

WDRC

"The Advertising Test Station
In the Advertising Test City"

Maximum Coverage
of the Major
Connecticut Markets

Basic CBS Station

Hartford, Conn.

National Representative
Free, Johns & Field, Inc.
New York — Chicago — Detroit
San Francisco — Los Angeles

LYDIA O'LEARY Inc., New York (Covermark cream & Spot-Stik) has appointed J. P. Muller & Co., New York, to service its account. Radio, magazines and rug trade papers are on the media list.

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake, etc.) has appointed Benton & Bowles Inc., New York, effective Jan. 1, 1937, to handle its account.

SPIC Inc., Chicago (deodorants) has appointed Klau-Van Pieterson-Dunlap Associates, Milwaukee, to handle its advertising.

STEELCOTE MFG. Co., St. Louis (paint) is advertising through Wesley K. Nash Co., St. Louis.

PURE FOOD FACTORY, Mamaroneck, N. Y. (Herb-ox buillion cubes) planning to use radio, has named Charles W. Hoyt Co., New York, to place advertising.

MILLER PACKING Co., Oakland, Cal. (smoked meats and sausage) has appointed Long Adv. Service, San Francisco, to handle its Pacific Coast advertising and is considering radio along with other media.

BOLDEMANN CHOCOLATE Co., San Francisco, has appointed the Gerth-Knollin Adv. Agency, that city, to direct its national advertising and along with other media will include radio.

ADOLPH GOBEL Inc., Brooklyn (sausage) has named Lester A. Loeb Inc., New York, as agency.

HOLLYWOOD MASK Inc., Chicago (cosmetics) has placed its account with Kirtland-Engel Co., Chicago.

HUDSON COAL Co., Scranton, Pa., is advertising through Leighton & Nelson, Schenectady.

MERCIREX Co., Milford, Del. (cosmetics) has named Redfield-Johnstone Inc., New York, as its advertising counsel.

A hidden treasure in every boll!

The estimated value of Mississippi's 1936 cotton crop is $129,500,000 — An increase of $38,500,000 over the actual cotton crop value of 1935.

The people of Mississippi have more money to spend—AND 70% of the State's total income is spent within the Good Service Area of

WJDX

The Lamar Life Station

JACKSON MISSISSIPPI

MOURNED BY RADIO FRIENDS—William Horlick, 90-year-old president of Horlick Malted Milk Corp., Racine, Wis. (at right) died at his Racine home Sept. 25, his passing being a distinct loss to radio toward which he has always shown a friendly interest. This picture was taken only a few weeks before his death when he signed a two-year contract with *Lum & Abner* calling for $355,000 for radio time and their services five nights weekly on NBC-Blue. At left is Albert D. Lasker, president of Lord & Thomas, with Norris Goff (Abner) and Chester Lauck (Lum) in the center. The Sept. 25 *Lum & Abner* program was cancelled in favor of an organ program of Mr. Horlick's favorite melodies dedicated to his memory.

HOFFMAN BEVERAGE Co., Newark, has placed its entire account with Batten, Barton, Durstine & Osborn Inc., New York.

MURINE Co., Chicago (eye lotion) has transferred its account to Vanderbie & Rubens Inc., Chicago.

NACOR MEDICINE Co., Indianapolis, has named Vanderbie & Rubens Inc., Chicago, to service its account.

HAMLIN'S WIZARD OIL Co., Chicago, has placed its advertising with Vanderbie & Rubens Inc., Chicago.

STICKNEY & POOR SPICE Co., Boston, is advertising currently through Badger & Browning Inc., Boston.

HED-AID Corp., Detroit (Hed-Aid Seltzer & Hed-Aid Tablets) has appointed McCann-Erickson Inc., New York, to service its account.

BEECH-NUT PACKING Co., New York, has appointed Newell-Emmett Co., New York, to handle the advertising of Beech-Nut's new gum, Oralgene, effective Jan. 1. No plans have been formulated as yet.

RACINE SHIRT Co., South Bend, Ind., makers of a complete line of work shirts and men's outdoor coats, has appointed Carter, Jones & Taylor, South Bend, to handle its advertising.

GUARANTEE UNION LIFE INSURANCE Co., Beverly Hills, Cal., has appointed Stodel Advertising Co., Los Angeles, to handle its national advertising, including radio.

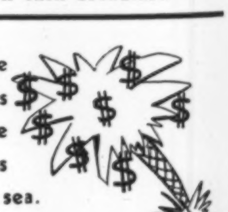
### Tests for Nu-Mist

FORSON LABORATORIES Inc., New York (Nu-Mist), has selected CKLW, Detroit-Windsor, for a test campaign in that territory, beginning Oct. 6 with a weekly quarter-hour morning program featuring Myrtle Ladditt. A Cleveland station will be selected later for a similar campaign. Kimball, Hubbard & Powell Inc., New York, has the account.

### Rise of Radio Itself

A NEW series, *Ten Years in Retrospect*, presenting dramatizations of the outstanding broadcasts, resumes of stirring news events, hit tunes and an outline of the progress of broadcasting during the last decade was inaugurated Sept. 21 by NBC. The programs are written by James Costello, of the NBC continuity staff, and the programs commemorate NBC's tenth anniversary, the celebration of which reaches a climax Nov. 15, the date on which the company's inaugural broadcast was made 10 years ago. Programs are heard Mondays, 9-9:30 p. m. "A Century of Progress in a Decade of Broadcasting" will be an identifying cue on each broadcast.

Covers the
Islands
like the
waters
cover the sea.



◆

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE St

## TRANSCRIPTIONS

TWELVE stations, including one in Mexico, have subscribed to the World transcription library during the last few weeks, according to announcement Sept. 29 by WBS. New affiliates are WJW, KWBG, KRLH, WRLC, KID, KMO, KGY, KUJ, KVOS, KPG, WHDF, and XEW, Mexico City.

NEW clients have been announced by NBC for its *Thesaurus* transcription library as follows: WDEV, KTHS, KYOS, KGNC, KGKY; CKOV, Kelowna, B. C.; Radio Nacional, Rio de Janeiro.

GERALD King, president of Standard Radio Inc., transcription company, and former manager of KFWB, Los Angeles, this month plans to begin a tour of the country which will take in practically every station.

MORGAN RECORDING Co., new transcription concern, established at 344 Mills Bldg., San Francisco, started functioning in September under direction of J. C. Morgan, program manager of KSFO, that city. Morgan will continue his KSFO affiliation, dictating the policies of the new concern which will be managed by Walter White. Mrs. Lucy Cuddy, in charge of KSFO dramatic productions, is production manager of the firm, which will specialize in instantaneous and process recording and do laboratory and syndicate work as well as build shows to order. Recording equipment for the new concern was manufactured by the Techna Corp., San Francisco.

STANDARD RADIO Inc., Hollywood, announces *Organ Treasures*, a library-type group of 200 selections from the public domain, using organ, vocal and instrumental combinations. A special $80,000 Kimball organ, voiced for broadcast purposes, was used in the recording.

WALTER WHITE, onetime NBC announcer-producer in San Francisco, on Sept. 20 was appointed sales representative of Earnshaw Radio Productions, Hollywood, in Northern California and the Pacific Northwest. He will open an office in San Francisco in October.

HERBERT WITHERSPOON, formerly on the sales staff of Associated Cinema Studios, Hollywood transcription firm, has joined the sales force of MacGregor & Sollie Inc., Los Angeles, and is traveling through the Texas area.

R. U. McINTOSH & Associates, Los Angeles program-transcription group, has purchased the productions of Radio Release Ltd. with all sales rights.

AMERICAN RADIO FEATURES, Los Angeles, on Oct. 1 will move to new quarters at 5658 Wilshire Blvd. F. C. Dahlquist, president, left Sept. 15 for a business trip to Chicago and New York.

IMPERIAL AEROGRAM Corp. Ltd., has been formed at 5610 Hollywood Blvd., Hollywood, with its own recording program studios. Gorgon Soule, formerly with Imperial Sound Studios and other concerns, heads the new company. Harry Cox, once with the sales force of KHJ, becomes sales manager.

RADIO program division of Walter Biddick Co., Los Angeles, has transcribed two series of 26 half-minute programs for the loan and laundry business. The 30-second dramatized commercials are followed with a half-minute blank for local station and sponsor announcements.

ARCHIE JOSEPHSON, vice-president of the Allied Phonograph & Record Mfg. Co., Hollywood transcription processing and pressing plant, resigned in September and on Oct. 1 opened offices at 6715 Hollywood Blvd. as a consultant on transcriptions.

MAX GRAF, sales manager of Titan Productions Inc., San Francisco transcription concern, after a five-months' business trip which took him to many sections of the United States, has returned to his office in that city.

### Lingual Politics

A RECORD in the use of foreign language programs during the current political campaign is accredited to WBNX, New York, on which the Democratic National Committee's foreign language department has purchased six half hour periods from 11:30 p. m. to midnight, starting Oct. 5. The time will be alloted thus: Monday, Hungarian; Tuesday, German; Wednesday, Italian; Thursday, German and Polish; Friday, Spanish; Saturday, Jewish. The Republicans previously had booked regular programs in these languages starting Sept. 21. The Democratic Committee's foreign language division will also buy time in 12 other cities for similar programs.

### Pepto Mangan Spots

M. J. BREITENBACH Co., New York (Gude's Pepto Mangan) on Oct. 5 will start a series of one-minute RCA-Victor transcription announcements on more than 50 stations from Maine to Minnesota, to be broadcast three times weekly during daylight hours until mid-December. On Jan. 4, 1937 the schedule will be resumed on a larger list of stations, continuing until May, terminating at the end of May. Brooke, Smith & French Inc., New York, placed the account.

ALBERT KIRCHER Co., Chicago is placing spot announcements for *Mothers Home Life* magazine.

## *AGENCIES SELECTED FOR GOP PROGRAMS*

WITH Lord & Thomas of Chicago placing the William Hard broadcasts on CBS under auspices of the Republican National Committee, the names of several other agencies handling G. O. P. time placements were disclosed for the first time in latter September with the booking of several political talks. Republican radio headquarters decided to use agencies after the networks had refused to rebate agency commissions, as in past political campaigns.

Col. Knox's Sept. 30 speech on NBC-Blue, it was disclosed, was placed through Erwin, Wasey & Co., Chicago, while the Oct. 3 speech by Senator Vandenberg on NBC-Red will also be handled by that agency. Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago, who is public relations director of the committee in charge of radio, had indicated that his own agency would have no hand in placing political time.

The New York State Republican Committee, sponsoring Col. Knox on a split hookup of 7 NBC-Red network stations in the state, announced that with its Sept. 28 broadcast from Albany by Col. Knox it was discontinuing its regular Monday night series but will place one-time programs with special NBC and CBS hookups hereafter. Brooke, Smith & French Inc., New York, is the agency.

DISCONTINUANCE of the Radio Institute of the Audible Arts, conducted by Edward Bernays for Philco Radio & Television Corp. as a goodwill builder, was announced by Philco in September.

**RIP VAN ADVERTISER**

**• Sound asleep! Missing the rich sales opportunities of America's choicest farm radio audience.**

For over eleven years, farm and small town listeners have turned to KMA for the sound, neighborly advice of Earl May. He is one of them—their friend. What he suggests—*they buy!*

• The mere fact that "Earl's station" broadcasts your sales message is sufficient endorsement for these listeners. You are immediately accepted as a member of this great family of "home folks" in Iowa, Nebraska, Kansas and Missouri.

• Now, with our new 488 foot vertical radiator, new RCA transmitter and studio equipment, KMA is the best farm bet in radio today.

**KMA** *The Earl May Station* **SHENANDOAH, IA.**

*Advertisement*

# Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This is your column, too — so send along any item you have!

**RADIO'S worst enemy is the newspaper that owns a radio station for the sole purpose of "showing" advertisers *that newspapers are a better publicity investment than radio!***

* * *

This writer suggested a radio merchandising idea to a newspaper publisher (whose newspaper was operating its own radio station). "That's a swell idea," said the publisher, "but we can't use it—*it might show up our newspaper!"*

* * *

***While we're on the subject (and purely without malice, mind you—as this writer has published his own newspapers) just a bit of sincere disgust for the newspaper publisher who "throw in without cost" radio advertising on his station as an inducement to sell space.***

* * *

As this issue goes to press we salute WEMP, Milwaukee, on its first birthday and on the swell job it has done in its first year of notable public service.

* * *

**One-fifth of the counties in the United States buy *four-fifths* of the nation's goods—*including radio sets.* By the same reasoning, why not allocate radio facilities according to the number of *listeners* rather than population without sets?**

* * *

*WCBD, WGES and WSBC each enjoyed by far the greatest Summer business in their histories—and Fall bookings indicate a complete sell-out.*

* * *

Tempted to discharge an employe the other day for a mistake he'd made, we suddenly thought of the comment of a certain night editor to his city editor who demanded we be fired after we had, as a copy-boy, sent a front page story through the pneumatic tube to the closed society desk instead of to the composing room: "Why fire him? He'll never make that mistake again — and the next kid might!"

* * *

**Pioneering: Back in 1929 this writer started an "amateur" program over KYW (then in Chicago). It proved a good listening feature for several weeks, until the station management decided *amateur talent was not as "finished" as professional and asked that we discontinue it.* Times have indeed changed!**

Gene T. Dyer

ANNOUNCEMENT

On October 5, 1936,

**W-H-L-B**

Joins the Arrowhead group. This new voice, together with WEBC and WMFG, assures guaranteed coverage of a rich Tri-State area. For rates, write the—

*Head of the Lakes Broadcasting Co.*

Duluth Superior

OHIO
INDIANA
KENTUCKY

EVERY BROADCAST ALMOST NATIONAL

FREE • On request the WHAS Market Analysis, based on a field-strength survey, will be mailed to you. See it before you buy your spot time.

• Elect your product now to greater sales with SPOT programs in this proven Primary Listening Area, defined by measured ground wave intensity and dominated by

WHAS

LOUISVILLE • KY.
CBS BASIC OUTLET
Represented by Edward Petry & Co.

OWNED AND OPERATED BY THE COURIER-JOURNAL AND LOUISVILLE TIMES

## NETWORK ACCOUNTS

**(All times EST unless otherwise specified)**

### New Business

IODENT CHEMICAL Co., Detroit (Iodent toothpaste) on Nov. 1 starts untitled dramatic program on 20 NBC-Red stations, Sun., 11:30 a. m.-12 noon. Agency: Maxon Inc., Detroit.

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops & syrup) on Nov. 15 starts an untitled musical program on 26 NBC-Red network stations, Sun., 1:30-2 p. m. Agency: Brown & Tarcher Inc., N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., postponed debut of *Uncle Jim's Question Box* to Sept. 26, Sat., 7:30-8 p. m., on special NBC network.

G. KRUEGER BREWING Co., Newark (canned beer & ale) on Sept. 28 started *The Krueger Musical Toast* on 16 NBC-Red stations, Mon., 10:30-11 p. m. Agency: The Biow Co. Inc., N. Y.

BOSTON FOOD PRODUCTS Co., Boston (Prudence Foot Products) on Oct. 2 begins 31 participations in *Gretchen McMullen* program on 11 Yankee stations, Fri., a. m. Agency: Ferry Hanley Co. Inc., N. Y.

RALSTON-PURINA Co., St. Louis, is placing its NBC-Red *Marion Talley* series through Gardner Advertising Co., St. Louis, and not handling it direct as stated in the Aug. 15 BROADCASTING.

PROGRESSIVE NATIONAL COMMITTEE, Labor's Non-Partisan League and the Good Neighbor League (political group) on Sept. 28 started *Roosevelt Progress*, political speeches, on 36 CBS stations, daily except Sat. and Sun., 10:30-10:45 p. m., until Nov. 2.

CADILLAC MOTOR CAR Co., Detroit (Cadillac, LaSalle autos) on Nov. 5 will start *LaSalle Style Show* on 45 NBC-Red stations, Thurs., 4-4:30 p. m. Agency: MacManus, John & Adams Inc., Detroit.

WASEY PRODUCTS Inc., New York (Kreml, Musterole, Zemo, etc.) on Sept. 27 starts *Jacob Tarshish, The Lamplighter* on 4 MBS stations, WOR, WLW, CKLW, WJJD, Sun., 3-3:15 p. m.; WOR, WGN, WLW, CKLW, Mon., Tues., Wed., Fri., 9:30-9:45 a. m. (CKLW carries program only, Mon., Tues.). Agency: Erwin, Wasey & Co. Inc., N. Y.

FRESH MILK INDUSTRY, Chicago (fresh milk association) on Sept. 27 starts unannounced program on 3 MBS stations (WGN, CKLW, WFIL) Sun., 6:30-7 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

REPUBLICAN NATIONAL COMMITTEE, Chicago (political) on Sept. 14 started *Landon Radio Club* on 46 NBC-Red stations, Mon., thru Fri., 4:30-4:45 p. m. Agency: Placed direct.

DELL PUB. Co., New York (Modern Romances magazine) on Oct. 7 starts dramatic series on 6 NBC managed and operated stations, Wed., 2-2:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

CRUSADERS, New York (political) on Sept. 17 started Andrew F. Kelley as *Horse Sense Philosopher* on varying hours on 7 Mutual stations. Agency: Marschalk & Pratt Inc., N. Y.

LUTHERAN LAYMAN'S LEAGUE, St. Louis (religious), revised schedule, on Oct. 4 starts *Lutheran Hour* on 16 Mutual stations, Sun., 1-1:30 p. m.; on Jan. 4 adds KFEL, WHB, KHJ, KFRC, KGB, KDB.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 28 started *Captain Tim Healy, the Ivory Reporter* on 3 NBC-Blue stations (WJZ, WBZ-WBZA), Mon., thru Fri., 9:45-10 a. m. Agency: Blackman Adv. Inc., N. Y.

OLDS MOTOR WORKS Co., Lansing, Mich. (autos) on Oct. 17 starts *Irvin S. Cobb & His Paducah Plantation* on 64 NBC-Red stations, Sat., 10:30-11 p. m. Agency: D. P. Brother & Co. Inc., Detroit.

ROYAL TYPEWRITER Co., New York (typewriters) on Sept. 17 started *Eddie Dooley* on 10 CBS stations, Thurs., Sat., 6:30-6:45 p. m. Agency: Hanff-Metzger Inc., N. Y.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food) on Oct. 6 starts unannounced program on 8 NBC-Blue stations, Tues., 4:30-4:45 p. m. Agency: Clements Co., Philadelphia.

NATIONAL BISCUIT Co., New York (biscuits) on Oct. 2 starts *Twin Stars* on 60 NBC-Blue stations, Fri., 9:30-10 p. m. Agency: McCann-Erickson Inc., N. Y.

ATLANTIC REFINING Co., Philadelphia (petroleum products) on Sept. 29 started *Atlantic Sportcast* with Ted Husing on 33 CBS stations, Tues., Thurs., Sat., 7:15-7:30 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

### Renewal Accounts

RADIO CORP. OF AMERICA, New York (institutional) on Oct. 4 renews *Magic Key of RCA* on 68 NBC-Blue stations, Sun., 2-3 p. m. Agency: Lord & Thomas, N. Y.

REMINGTON RAND Inc., Buffalo (typewriters & office equipment) on Sept.6 renewed *The News Comes to Life* on 50 stations (Yankee network, ABC, N. Y. State Broadcasting System, Michigan network) Sun., 6:30-7 p. m. Agency: Leeford Adv. Agency Inc., N. Y.

E. I. DuPONT DE NEMOURS & Co. Inc., New York (chemicals) on Oct. 14 renews *The Cavalcade of America* on 51 CBS stations, Wed., 8-8:30 p. m. Effective Oct. 15 there will be a repeat for West Coast stations Thurs., 11:30 p. m.-12 m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) on Nov. 16 renews *Uncle Ezra* on 35 NBC-Red stations, Mon., Wed., Fri., 7:15-7:30 p. m. Agency: Wade Adv. Agency, Chicago.

WARD BAKING Co., New York (Ward bread) on Sept. 15 renewed *News of Youth* on 16 CBS stations, Tues., Thurs., Sat., 6:15-6:30 p. m. Agency: Fletcher & Ellis Inc., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Oct. 24 renews *Lucky Strike Hit Parade & Sweepstakes* on 94 CBS stations, Sat., 10-11 p. m. Agency: Lord & Thomas, N. Y.

### Network Changes

PET MILK SALES Corp., St. Louis (canned milk) on Sept. 27 shifted *The Pet Milk Cooking School* to Tues., Thurs., 11-11:15 a. m. on CBS.

WILDROOT Co. Inc., Buffalo (hair tonic) on Sept. 27 shifted *Judy Starr & the Charioteers* to Thurs., 7:30-7:45 p. m. on CBS.

MALTEX CEREAL Co., Burlington, Vt., changes title of CBS program, Mon., Wed., Fri., 5:30-5:45 p. m., to *Treasure Adventures of Jack Masters*.

WILLIAM R. WARNER Co., New York (Sloan's Liniment) on Oct. 5 shifts *20,000 Years in Sing Sing* to nationwide NBC-Red, Mon., 9-9:30 p.m.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) on Oct. 3 shifts *National Barn Dance* to Sat., 9-10 p. m. on the NBC-Blue network.

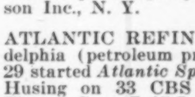
COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds) on Sept. 27 shifted *The Goose Creek Parson* on CBS from Sun. to Mon., 7:30-7:45 p. m., with repeat at 10:45 p. m. Wed. and Fri. program remains at 7:30-7:45 p. m., repeat changed at 10:45 p. m.

STERLING PRODUCTS Inc., New York (Bayer aspirin) on Oct. 7 starts *Ethel Barrymore* in revival series of dramatic plays, on 18 NBC-Blue stations, Wed., 8:30-9 p. m.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) on Sept. 20 started *Good Will Court* on 60 NBC-Red stations, Sun., 8-9 p. m.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Sept. 30 featured Nino Martini on CBS, Wed., 9-9:30 p. m., and beginning Oct. 2 the Friday night CBS dance program will be shifted to 8:30-9 p. m. with repeat at 11:30 p. m.

STERLING PRODUCTS Inc., New York (Dr. Lyon's toothpowder) on Sept. 30 named Fannie Brice to replace Willie & Eugene Howard on the *Revue de Paree* program, NBC-Blue, Wed., 8-8:30 p. m.



RADIO STATION **WFLA**

STUDIOS
TAMPA •
CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Sept. 30 added WADC, WIBW, WMAS, WIBX, WFEA, WMBD, WNOX, WDOD, WNAX, WMMN to *Community Sing* program on CBS, Wed., 9:30-10 p. m.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream) on Sept. 30 added WADC, WIBW, WMAS, WIBX, WFEA, WMBD, WNOX, WDOD, to *Gang Busters* on CBS, Wed., 10-10:30 p. m.

CAMPBELL SOUP Co., Camden (tomato juice) on Sept. 30 added WOWO-WGL, Fort Wayne, to CBS network, Wed., 8:30-9 p. m.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) on Oct. 7 returns *Fred Allen* to the NBC-Red network, Wed., 9-10 p. m.

HEALTH PRODUCTS Corp., Newark (Aspergum, Feenamint) on Sept. 27 shifted Chicago outlet of *National Amateur* Hour, on MBS Sun., 6-6:30 p. m. from WJJD to WGN.

WANDER Co., Chicago (Ovaltine) on Oct. 12 enlarges Mutual network to 13 stations; on Nov. 2 shifts *Little Orphan Annie* from NBC-Blue to NBC-Red Mon. thru Fri.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Hotel & Crazy Water Fizz) on Sept. 28 added WOL on MBS, Mon., Wed., Fri., 1-1:15 p. m.

## 'Orphan Annie' Adds ABC

WANDER Co., Chicago (Ovaltine), which has sponsored *Little Orphan Annie*, five-weekly juvenile script show, over the NBC-Blue Network for five-and-a-half years, is moving the program to NBC-Red, effective Nov. 2, and adding the Affiliated Broadcasting Co. regional network on the same schedule beginning Sept. 28. Addition of ABC is directly due to time mixup caused by Chicago's new time policy, which puts the city on New York time throughout the winter and out of step with surrounding countryside. This makes the WGN broadcast at 5:45 for Chicago but an hour earlier for the greater part of the audience living outside the city. Since the sponsor feels most youngsters are out playing until 5:30 or so, it added the ABC group, which operates on CST. Agency is Blackett-Sample-Hummert Inc., Chicago.

## Irvin Cobb for Olds

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile cars), division of General Motors, will launch its first network program in over a year on Oct. 17 through 64 NBC-Red network stations, Saturdays, 10:30-11 p. m. WJIM, Lansing, Mich., an independent station, is included in the network for the convenience of Oldsmobile executives and employes living there. The program will originate from NBC studios in Hollywood with *Irvin S. Cobb & His Paducah Plantation* providing entertainment. The broadcast is contracted for 26 weeks through D. P. Brothers & Co. Inc., Detroit.

**Tremendous Crowds Continue To Flock To The WJBY Barn Dance. Over 2500 Paid 25c Each To See WJBY Barn Dance Sept. 7. Positive Proof of Local Popularity.**

**WJBY-Gadsden, Alabama**

## NAME AMOS' BABY
### Huge Contest Being Planned By Pepsodent Co.

PLANS for a new Pepsodent contest in which listeners to *Amos 'n' Andy* will be asked to help Amos and his wife Ruby name their new baby (all in the story) are being prepared at Lord & Thomas, Chicago.

No announcement regarding details has yet been made, but it is reliably reported that contest will be launched in late October, when the infant will arrive on the scene; that carton tops will be called for along with entries; that the prizes will total thousands of dollars; and that more than a million names are expected to be entered.

The agency tried to keep the news from leaking out until everything was set, but the story broke when a Chicago radio editor got a glimpse of a proof of an advertisement to run in a drug trade paper announcing the contest to retail druggists.

## WDBJ Dedicates 5 kw.

WITH the special Virginia Network broadcast of the Virginia Military Institute-Wofford football game Sept. 19, WDBJ, Roanoke, inaugurated its new 5,000-watt RCA high-fidelity transmitter with local dedicatory programs and with a program saluting it from CBS. A special transcription talk by Percy L. Deutch, WBS president, was also carried. The installation, one of the most modern in the South, was supervised by J. W. Robertson, construction engineer; Robert Avery, chief engineer, and H. D. Albrecht, RCA engineer. WDBJ's staff now comprises 17 members, with Ray P. Jordan as manager; Frank Kesler, commercial manager; Hayden Huddleston, studio director; Paul Reynolds, Marvin Naff, Jack Weldon and Robert Youse, announcers; Keith Webster, Roy Melcher and Irving Sharp, control operators; Mrs. Mary Henson, music director.

TIDE WATER OIL Co., New York (Tydol) is renewing its current campaign on a small list of stations. The schedule includes program on WFBR, Baltimore; Transradio news broadcasts on WOR, Newark; program on WORK, York, Pa.; sports series on WGY. Schenectady. Lennen & Mitchell Inc., New York, is agency.

**7 out of 10**
**Listeners to**
**BUFFALO STATIONS**
**tune in**
**WGR or WKBW**
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & SLEININGER

## WOR's Recording Service

STARTING with recordings of the *Crazy Water Hotel* account on MBS, which will shortly be placed on other stations by Luckey Bowman Inc., New York agency, WOR, Newark, is now offering recording services on instantaneous wax discs to its advertisers, agencies, etc. The recording apparatus, built to WOR specifications, was purchased from Presto Recording Co., New York, and Audax Co., New York. In addition to supplying the needs of clients, the new equipment will be used to make sound effects recordings for the station's files.

## Folger's Sixth Year

J. A. FOLGER & Co., Kansas City (coffee), on Oct. 12 starts its *Judy and Jane* serial on its sixth year of broadcasting. Program is transcribed and will be broadcast from 1:45 to 2 p. m., Mondays thru Fridays, on 11 stations from Minneapolis to the Rockies, territory in which the company operates. Agency is Blackett-Sample-Hummert Inc., Chicago.

## Anti-New Deal Talks

NATIONAL Jeffersonian Democrats, New York, anti-New Deal political organization, through Publicity Associates Inc., New York, has arranged with NBC for a series of ten quarter-hour evening programs twice weekly. This is the first radio effort to be launched by this organization. Its first speaker will be former Supreme Court Judge Daniel Cohalan.

## Flour Company's Spots

STANDARD MILLING Co., New York, through Benton & Bowles Inc., New York agency, on Sept. 21 launched a series of one-minute transcriptions on 13 stations to run once each day five days weekly until Oct. 15. For Hecker's Flour, it is using WMCA, WHN, WNEW, WBEN and WFBL. For Ceresota Flour, it is using WMAS, WFIL, WKBN, WBRE, WBBM, WEAN and WGN. For Aristos Flour, it is using KWK.

BIGELOW-SANFORD CARPET Co., New York (rugs & carpets), on Oct. 6 will expand its WOR *Hollywood Home Recipes* program to include WLW, Tuesdays, 9:45-10 a. m. Newell-Emmett Co., Inc., New York is agency.

**Covering rich shipping, naval stores, tobacco and cotton markets with the cream of local and CBS presentations!**

***"Georgia's Seaport"***

**WTOC**

**SAVANNAH, GEORGIA**
**1260 KC**

***National Representative***
**PAUL H. RAYMER CO.**

MONTANA COMES BACK

*the depression is over!*

**U. S. Bureau of Census figures show 1935 a boom year in Montana.**

**1935 sales increased 68% over 1933.**

**1935 payrolls increased 57% over 1933.**

**1935 full time employees increased 60% over 1933.**

**You can reach this market *only* by using . . .**

**KGIR**

BUTTE · MONTANA

***Representatives:***

JOSEPH McGILLVRA
NEW YORK · CHICAGO

WALTER BIDDICK CO.
PACIFIC COAST

# Ready for Technical Hearings

(*Continued from page 12*)

lawyer and John W. Kendall, Seattle attorney, also represented the group which sought to protect their interests.

### Plans of Networks

NETWORK appearances were filed by Duke M. Patrick on behalf of CBS and P. J. Hennessey Jr., for NBC. President Paley of CBS was in Washington Sept. 24 presumably in connection with the hearings, and it was indicated he would appear for CBS. The CBS attitude is one generally in opposition to superpower and passively that of opposition to the hearing itself. It feels that out of such a hearing may come requirements for tremendous new investments in broadcasting plant and equipment which might retard the development of television. Evidently, the CBS attitude is that television is destined to make its appearance in the not very distant future and that it wants to be prepared.

NBC, on the other hand, made its plans for the hearings weeks ago. It is rather definite that President Lohr will testify on general policy. Technical testimony, it is understood, will be presented by Dr. C. B. Jolliffe, RCA engineering head and former FCC chief engineer; C. W. Horn, NBC development and research engineer, who will report on propagation and coverage, and Karl S. Van Dyck, RCA engineering expert on receiving set characteristics and their relationship to allocations. NBC definitely favors superpower and retention of clear channels strategically located.

Only NARBS, among all of the groups filing appearances, presented an outline of the proposals it would espouse. Paul D. P. Spearman, former FCC general counsel, as counsel for this regional group, first presented a proposal. which in brief would accomplish the purpose of eliminating clear channels as such, and permit duplication on them; restrict power to a maximum of 50,000 watts; permit power up to 5,000 watts day and night on regionals, and finally to eliminate the restrictions on Canadian-shared channels limiting American stations less than 500 miles from the Canadian border to 250 watts power at night and 500 watts day.

In his original letter filed Sept. 15, Mr. Spearman said that at least two and not more than four witnesses would appear, and he estimated that not more than 10 hours would be consumed for direct testimony. This was more time than any other group requested. As engineering counsel, NARBS has retained Dr. Greenleaf Whittier Pickard, of Boston, Paul Godley, and John A. Barron. It is presumed that Dr. Pickard, will present the chief engineering case for the group.

### Proposed Changes

IN HIS letter, Mr. Spearman said his group proposed two sets of amendments to the FCC's rules and regulations, one to permit regionals to operate with 5 kw. at night and the other to permit the simultaneous operation of more than one station on clear channels. His group, he said, favors retention of the present limit of 50 kw. for stations on clear channels, and therefore offered no amendment in this respect.

"Since it is understood that some others who will testify at the hearings propose to change the present rules so as to permit stations operating on clear channels to operate with more than 50 kw. power, and since the Association which I represent has not been made acquainted with the change desired in the present rules and regulations, the NARBS respectfully requests that it be permitted to introduce evidence on said proposal after the proponents have made their showing to the Commission," he wrote.

On Sept. 24, however, Mr. Spearman filed with the FCC an amendment to the original appearance, declaring that it was in "rough draft" form. In a note supplementing the suggested amendments, he said:

"The purpose in proposing the amendment to Rule 123 is to delete the present provision in Paragraph 123 which precludes the operation of regional stations located less than 500 miles from the Canadian border with more than 250 watts power at night and precludes their operating with more than 500 watts during daytime. The proposed amendment would not prevent the operation of regional stations operating on Canadian-shared frequencies with the minimum powers which they are now held to."

At its meeting on Sept. 22, the FCC Broadcast Division denied the petition filed by NARBS seeking to have the status quo retained as to regional station grants until such time as new rules and regulations are promulgated as a result of the hearings.

A final meeting of counsel, engineers and members of the executive committee of NARBS has been called by Chairman Shepard in Washington for Oct. 4 on the eve of the hearings. Additional stations which have joined the group since publication of the list in the last issue of BROADCASTING are KMO, WDOD, WFBM, WSFA, WTCN, WDAY, KMA, WDBO, WGBI, KPOF, WAWZ, KTRH, KWK, WKRC, WEEI, KDYL, KPRC, WSBT, WFBR, WAAF, KVI, WJDX, KFEL, WDAE, WROK.

WKRC, owned by CBS, and WEEI, operated by it under lease, joined the organization Sept. 16. At that time Edward Klauber, executive vice president of CBS, informed Mr. Shepard that they should share in the expense, but that he wished to emphasize that CBS is in no sense to be bound by the findings or the actions of the organization "but is to be free to take whatever position it may deem wise in the approaching hearings before the FCC on superpower and kindred questions".

The Clear Channel Group, in its appearance filed by Louis G. Caldwell, Washington attorney, as counsel, declared it would have seven witnesses—three of them one hour each and four utilizing one half-hour each. Joseph A. Chambers, of the firm of McNary & Chambers, has been retained to present the engineering case. Stations in the group are KFI, WBAP, WFAA, WGN, WHAM, WHAS, WHO, WLS. WLW, WOAI, WSB, WSM and WWL. The group held a meeting in Chicago Sept. 21 for consideration of their case. Swagger Sherley, Washington attorney, also will appear for the group.

In addition to the groups already mentioned, such organizations as Radio Manufacturers Association, Westinghouse, General Electric, Hearst Radio Inc., National Association of Educational Broadcasters, and National Committee on Education by Radio have asked for opportunity to appear. Individual lawyers also have filed appearances for certain of their station clients, while a number of individuals, including former Radio Commissioner Harold A. Lafount, and Edgar Felix, consulting engineer, also requested opportunity to be heard.

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WITH an enrollment of 66 students, the University of California extension division's first San Francisco class in radio continuity writing got under way Sept. 16, with Andrew C. Love, NBC continuity editor, in charge.

★ ★ ★

WNOX

Has an auditorium seating 800 persons and sidewalk studios in its new five-story

*Headquarters at*

110 So. Gay St.
KNOXVILLE, TENN.

WNOX

KCMO
KANSAS CITY MO.
WTMV
E. ST. LOUIS
KWTO-KGBX
NBC
SPRINGFIELD MO.
geared to produce distribution

Present national and regional advertisers on the "Missouri Triangle" have increased distribution and "over-the-counter" sales in the most thickly populated areas in Missouri. Your product, too, can and will gain and enjoy a wider popularity if you tell your story to the listening audiences in these three major Missouri markets.

(U.P.)

THE TRADE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

SPOT IT in
WESTERN Montana
The BEST CROPS IN YEARS.

1000 Watts 1260 Kc. **KGVO** Missoula Montana

*Columbia Broadcasting System Affiliate*

## Atlantic's Football

*(Continued from page 20)*

100,000-mile Toms River Road test, and three short, but prominent notations at the bottom of the advertisement calling attention to Atlantic White Flash — "the long distance, clean burning motor fuel"; Atlantic motor oil — "film-strength three times greater than average" and Atlantic lubrication—"the right lubricant to the right place at the right time".

The larger space is to be augmented by a series of advertisements which will be placed in papers published in the home locations of radio stations carrying the football games. Copy will call attention to the week's broadcasts. This medium will give a complete schedule of the home gridiron team. Copy will be placed in ample time to inform the public of each broadcast.

The Ted Husing show will feature interesting sidelights on the world of sport. Leading sportsmen will be interviewed. In addition a prediction of football game results will be given. This will be supported by a series of six advertisements in cities where the program will be heard over a local Columbia station.

The *Football Forecast Sheet* will be pushed by a series of medium-sized advertisements. This space will run in 258 papers located throughout the Atlantic trading area.

All stations carrying the Atlantic Refining programs are generously supporting the periods by a series of announcements inserted throughout each day at the discretion of the station involved.

### Telling Motorists

SOME 400,000 leaflets containing complete schedules of all games to be broadcast will be distributed free through the more than 17,000 Atlantic retail outlets. These handouts will be given to customers at service stations. Two colors are used—red and blue. On the front cover appears the title—"Atlantic Presents—Football's Greatest Show". A half-million football schedules of all collegiate games to be played throughout the country will also be distributed.

Through a cooperative arrangement with WINS, New York, 300 buses will carry placards advertising the play-by-play Atlantic broadcasts.

At all company service stations, a 24-sheet poster will be displayed. The poster contains three panels, one devoted to the "Atlantic Play-by-play Broadcasts", another to the "Atlantic - Ted Husing Show" and the third to the "Atlantic Football Forecast Sheet".

Over the door of each service station will be placed a sign in the form of a football bearing the words, "Atlantic Football Headquarters". Theme of all advertising and promotional material is: "Attend the football games, but if you can't go out and root personally, listen to the Atlantic play-by-play descriptive broadcasts."

An intensive publicity campaign is being carried on in support of the programs. Periodic news releases are being sent out to keep newspapers and magazines informed of the features. These releases are receiving unprecedented acceptance. Principal reason is the broadcasts, because of the commercial-college tieups, are news.

Thousands of dealer bulletins are being distributed. These publications give a complete picture of the radio story. Dealers are urged to "talk up" the campaign. Broadsides for dealer use are also being given out.

### For Atlantic Salesmen

BELIEVING that the salesman is the backbone of any campaign, Atlantic has not failed to see that their representatives are well informed about the radio shows. Three pages in an elaborate sales manual are devoted to the programs. The manuals are seen both by dealers and prospects.

Newspaper copy and promotional material, radio programs and negotiations with colleges and universities have been effected by N. W. Ayer and Son Inc.

Outstanding in the campaign is the network system adopted. By forming a series of independent chains it has been possible to give radio coverage to the games that would be impossible, because of mechanical reasons, if the three principal networks were used. The chief station hookups are located in New York, Pennsylvania, Virginia, North Carolina, the New England States, Delaware, New Jersey, Maryland, and Georgia. In many cases, CBS stations will feed NBC stations the play-by-play descriptions and vice versa.

Les Quailey, Ted Husing's "eyes" for the last eight years, has been employed to head the staff of 20 or more announcers and observers who will cover the football games.

One of the most difficult tasks was the selection of the announcers. It is estimated that there are only about 10 trained football commentators in the country worthy of consideration for a show of such magnitude. The entire East was scoured. After selections were made, all appointees were called into Philadelphia for a two-day meeting. A trip through the Atlantic plant was made. A comprehensive course of training was conducted by Quailey. Feature of the gathering was a party staged at the Arcadia — The International Restaurant — Quaker City's swankiest nitery. It was attended by leading sports writers, the announcers, football luminaries, officials of The Atlantic Refining Company, representatives and officials by N. W. Ayer & Son, Inc., and radio commentators. More than 70 in all were there.

**BIG SPORTS CAST**—Here are some of the men behind the microphone who bring Associated Oil Co. of California broadcasts of Pacific Coast football games and other sports events to western fans each year. Shown are 11 Associated sports announcers who met in San Francisco Sept. 14 and 15, in an announcers' conference to prepare for Associated's eleventh year of football broadcasting. Standing (left to right): Phil Ray, Oakland; Ralph Rogers, Spokane; Doug Montell, San Francisco; Hal Wolf, Seattle; Ark Kirkham, Portland and Seattle; John Carpenter, Spokane; Ernie Smith, San Francisco. Seated (left to right): Ken Stuart, San Francisco; Rollie Truitt, Portland; Harold R. Deal, Associated's advertising and sales promotion manager; Frank Bull, Los Angeles, and Harry Lantry, Spokane, all experienced grid announcers.

Roosevelt *v.* Landon
Yale *v.* Harvard
Lewis *v.* Green
*NEWS is your best bet this fall.*
TRANSRADIO

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION in CHICAGO!
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE., N.Y.C.

Over $500,000 a DAY!

THE EAST TEXAS OIL WELLS alone produce over a half million dollars a day. There's plenty of money in East Texas. Get a share by selecting KFRO as your spokesman—it wields a mighty voice. Send for "The Story of KFRO".

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEXAS

*No. 1 Of A Series On*
*The New York Market!*

BRAU-HAUS
OPEN AIR
OPEN AIR

*YORKVILLE—less than one square mile in area this section has a population larger than the city of Duluth, Minn.*

YORKVILLE is the most picturesque of New York City's German colony. In it are concentrated 101,690 people with an average family expenditure of $2,461 per year. But that doesn't tell half the story of New York City's Teutonic population!

SIMILAR communities exist throughout the metropolitan area comprising a total of 884,062 German speaking people, larger than the population of Leipsig, Germany. Of clannish temperament they listen to programs in their native language daily on WBNX!

WBNX covers this market with 41 German language programs per week.

*Full Staff For Foreign Language Productions Available.*

*WBNX Programs Are Based On Population Characteristics.*

SPEAKS THE LANGUAGE
SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS
STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC
PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP
OF YOUR PROSPECT

1000 WATTS DAY AND NIGHT
A NEW APPROACH TO THE NEW YORK MARKET

# RESERVE

*Advertising*

# SPACE NOW

*Regular Rates Apply*

BROADCASNG
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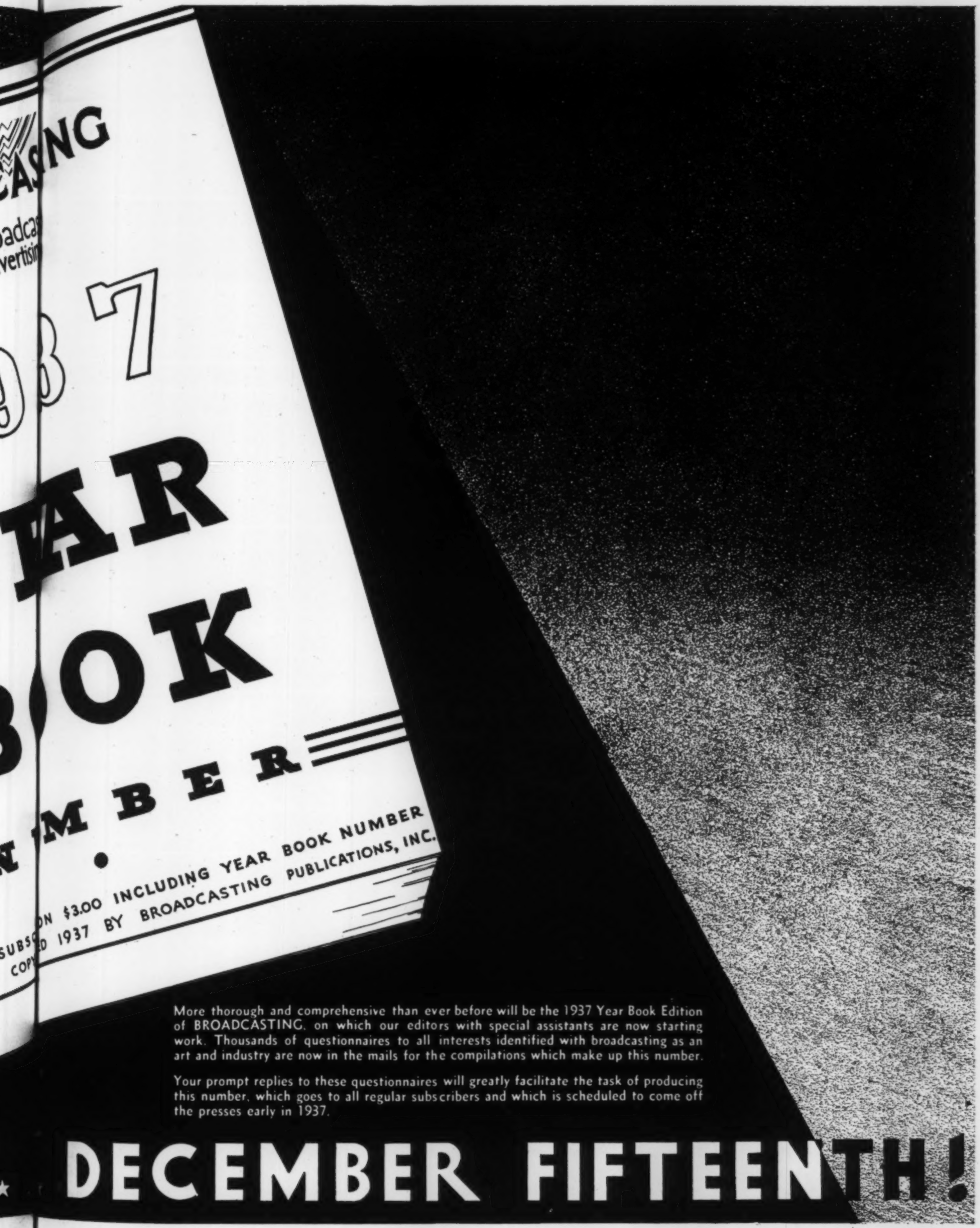
ANNUAL SUBSON
CONTENTS COPD 19

# ADVERTISING DEADLINE . ★


AR
OK
BER
$3.00 INCLUDING YEAR BOOK NUMBER
1937 BY BROADCASTING PUBLICATIONS, INC.

More thorough and comprehensive than ever before will be the 1937 Year Book Edition of BROADCASTING, on which our editors with special assistants are now starting work. Thousands of questionnaires to all interests identified with broadcasting as an art and industry are now in the mails for the compilations which make up this number.

Your prompt replies to these questionnaires will greatly facilitate the task of producing this number, which goes to all regular subscribers and which is scheduled to come off the presses early in 1937.

# DECEMBER FIFTEENTH!

## ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

## SEPTEMBER 15 TO SEPTEMBER 29, INCLUSIVE

## Decisions . . .

### SEPTEMBER 15

KTSM, El Paso — Granted extension temp. auth. carry WDAH programs.

KMA, Shenandoah, Ia.—Granted extension temp. auth. unltd.

### SEPTEMBER 22

**APPLICATIONS GRANTED:**

KRGV, Weslaco, Tex.—CP vert. radiator, increase 500 w to 1 kw.

WMFG, Hibbing, Minn.—CP increase 100 to 250 w D.

WMIN, St. Paul—CP increase 100 to 250 w D.

WLBL, Stevens Point, Wis.—CP increase 2½ to 5 kw, spec. D hours to D, move locally.

KVOA, Tucson, Ariz.—Modif. CP vert. radiator, increase 500 w to 1 kw.

KDNC, Lewistown, Mont.—Modif. CP move trans., increase 100 to 250 w D.

KCMO, Kansas City—License for CP 1370 kc 100 w spec.

KERN, Bakersfield, Cal.—License for CP 1370 kc 100 w unltd.; granted assignment license from Bee Bakersfield Brdcstg. Co. to McClatchy Brdcstg. Co.

WOWO, Fort Wayne—Modif. license from Main Auto Supply Co. to Westinghouse Radio Station Inc.

KOIL, Council Bluffs, Ia.—Modif. license change studio to Omaha.

WXYZ, Detroit—Modif. license to King-Trendle Brdcstg. Corp.; WOOD-WASH, Grand Rapids—Same.

WMMN, Fairmont, W. Va.—Modif. license from A. M. Rowe Inc. to Monongahela Valley Brdcstg. Co.

WJSV, Alexandria, Va.—Modif. license change main studio to Washington, D. C.

WHBI, Newark—Modif. license use aux. trans. as main.

KYOS, Merced, Cal.—Modif. CP new equip.

WEEI, Boston—Vol. assign. CP to WEEI Brdcstg. Co.

KPDN, Pampa, Tex.—Vol. assign. license Pampa Daily News Inc. to R. C. Hoiles.

WTAD, Quincy, Ill.—Amended CP trans. site, new equip., vert. radiator.

KECA, Los Angeles—License for CP 1430 kc 1 kw N 5 kw D unltd.

W9XJL, Superior, Wis.—License for CP high-freq. 80 w.

WAML, Laurel, Miss.—CP trans. site, new trans.

WMAL, Washington—Modif. license aux. trans. to 250 w N & D.

WEOA, Evansville, Ind.—CP change equip., increase 100 to 250 w D.

WOCL, Jamestown, N. Y.—CP new equip.

W1XEQ, New Bedford, Mass—License for CP high-freq. 100 w.

W3XES, Baltimore—License for CP high-freq. 300 w.

W4XBW, Chattanooga—License for CP high-freq. 100 w.

W3XEY, Baltimore—Same.

W4XCA, Memphis—Same except 250 w.

KMLB, Monroe, La.—Auth. amend CP in docket increase 100 to 250 w D.

WCHV, Charlottesville, Va.—Auth. transfer control of Community Brdcstg. Corp., licensee, from W. B. Brown to present stockholders.

WEBC, Superior, Wis.—Modif. license move studio to Spaulding Hotel, Duluth.

WSGN, Birmingham—CP new equip.

WSBT, South Bend, Ind.—CP new trans.

KCMC, Texarkana, Ark.—CP new trans., vert. antenna.

KJBS, San Francisco—Amended CP new vert. radiator move trans., studio locally.

WMBC, Detroit—Modif. CP re equip., completion.

WJAR, Providence—CP move old trans. for aux.

KGFI, Corpus Christi, Tex.—CP trans. site vert. antenna.

KFJM, Grand Forks, N. D.—Modif. CP re equip., move trans., approve vert. antenna.

KUOA, Fayetteville, Ark.—Modif. license change studio to campus John Brown U., Siloam Springs.

WCLO, Janesville, Wis.—License for CP move trans., new antenna.

WKRC, Cincinnati—Modif. CP re equip.

KPQ, Wenatchee, Wash.—CP change equip.

KGVO, Missoula, Mont.—CP change equip.

WGR, Buffalo—CP vert. radiator, new equip., increase 1 to 5 kw D.

KPLT, Paris, Tex.—Modif. CP trans., studio sites, equip., vert. radiator.

KHUB, Watsonville, Cal.—Modif. CP trans., studio sites, vert. radiator.

WAVE, Louisville—License for CP new trans.

WDAE, Tampa, Fla.—License for CP 1220 kc 1 kw N 5 kw D unltd.

WGST, Atlanta—CP new equip., antenna, move trans., increase 1 to 5 kw D.

WILL, Urbana, Ill.—CP move locally, directional.

KARK, Little Rock—Modif. CP trans. site, new equip., vert. radiator.

NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind.—Amended CP 1480 kc 5 kw D only, directional.

WJZ, New York—Temp. auth. aux. antenna.

WTCN, Minneapolis—Extension temp. auth. temp. antenna.

WWVA, Wheeling—Same.

WDBO, Orlando, Fla.—Ext. temp. auth. added 750 w N.

WOW, Omaha—Ext. temp. auth. 5 kw N.

WFIL, Philadelphia—Ext. temp. auth. 560 kc 1 kw N pending action on license applic.

**APPLICATIONS DENIED:**

WDEV, Waterbury, Vt.—Temp. auth. 680 kc 500 w 15 days.

KSOO, Sioux Falls, S. D.—Temp. auth. 500 w 2½ kw LS unltd.

SET FOR HEARING: NEW, Howard A. Miller, Galesburg, Ill., CP 1500 kc 100 w spec.; NEW, Pee Dee Brdcstg. Co., Florence, S. C., CP 950 kc 1 kw D; NEW, Curtis P. Ritchie, Trinidad, Col., CP 1310 kc 100 w unltd.; NEW, Associated Ark. Newspapers Inc., Hot Springs, Ark., CP 1310 kc 100 w unltd.; NEW, Homer D. Banta, Burlington, Ia., CP 1310 kc 100 w unltd.; NEW, George M. Haskins, Hyannis, Mass., CP 1210 kc 100 w 250 w D unltd.; NEW, Sioux City Brdcstg. Co., Sioux City, Ia., CP 1420 kc 100 w 250 w D unltd.; NEW, Clarence C. Dill, Washington, CP 1310 kc 100 w unltd., asks facilities WOL if latter granted 1230 kc; NEW, Ernest Edward Ruehlen, Great Bend, Kan., amended CP 1370 kc 100 w unltd.; NEW, Continental Radio Co., Washington, amended CP 1230 kc 1 kw unltd. directional; NEW, Loyal K. King, Los Angeles, exp. 1530 kc 1 kw unltd.; NEW, C. W. Corkhill, Sioux City, Ia., amended CP 1420 kc 100 w unltd.; NEW, Chauncey W. Hammond, Oakland, Cal., amended CP 1280 kc 1 kw unltd.; NEW, John E. Fetzer, Benton Harbor, Mich., amended CP 1500 kc 100 w D; NEW, Courier-Post Pub. Co., Hannibal, Mo., amended CP 1310 kc 100 w 250 w D unltd.; WBNO, New Orleans, vol. assign. license to Pelican State Brdcstg. Co.; WHAS, Louisville, amended CP increase to 500 kw unltd.; WCOL, Columbus, CP change equip., increase D to 250 w; NEW, U. S. Brdcstg. Co., Toledo, CP 1200 kc 100 w D; NEW, R. Lacy, J. R. Curtis, Lufkin, Tex., CP 1310 kc 100 w D; NEW, Loyal K. King, Pasadena, CP 1480 kc 250 w D; WBAX, Wilkes-Barre, modif. license spec. to unltd.; NEW, Columbia Radio Co. Inc., Columbia, S. C., CP 1200 kc 100 w unltd.; WBIG, Greensboro, N. C., exp. auth. increase N 500 w to 1 kw; NEW, Bay State Brdcstg. Corp., Providence, R. I., CP 720 kc 1 kw D ltd.; WMBR, Jacksonville, Fla., CP new equip., change 1370 kc 100 w 250 w D unltd. to 1120 kc 1 kw unltd.; KNX, Los Angeles, amended CP move studio locally, increase 50 to 500 kw; KGFW, Kearney, Neb., amended CP move trans., studio to Omaha; WLAC, Nashville, CP new equip., vert. radiator, increase 5 to 50 kw; WBZA, Boston, CP move trans. locally, studio to Springfield, new equip., directional, change 990 to 550 kc, change time from 1 kw N & D when synchronized with WBZ to unltd.; WOAI, San Antonio, CP move trans., new antenna, increase 50 to 500 kw; KFBB, Great Falls, renewal; KRLH, Midland, Tex., modif. lic. 1420 to 1210 kc; KOL, Seattle, modif. lic. 1270 to 1040 kc, increase 1 kw 5 kw D to 5 kw (en banc); WELI, New Haven, modif. lic. 900 to 930 kc, directional, change from D to unltd., 250 w 500 w D; WAWZ, Zarephath, N. J., modif. lic. 500 w to 1 kw; WHBL, Sheboygan, Wis., CP new trans., increase 250 w to 1 kw D; NEW Harold Thomas, Pittsfield, Mass., CP 1310 kc 100 w 250 w D unltd.; NEW U. S. Brdcstg. Co., Columbus, CP 1310 kc 100 w unltd.; KSLM, Salem, Ore., CP new equip., increase height vert. radiator, change 1370 to 1240 kc, increase 100 to 250 w; WAPO, Chattanooga, modif. CP move studio locally, new equip., change 1420 to 1200 kc, increase to 100 w 250 w D unltd.; W1XBS, Waterbury, Conn., CP booster stations; KALB, Alexandria, La., amended modif. license change 1420 to 1210 kc, increase to unltd.; NEW, Auburn Pub. Co., Auburn, N. Y., CP in docket, amended re trans. site.

WELI, New Haven—Temp. auth. operate LS to 8 p. m. 250 w for special programs.

The following were denied as in default:

WDNC, Durham, N. C.—CP 590 kc 1 kw unltd.

WHBI, Newark—Modif. lic. 1250 kc 1 kw 5 kw LS Sh.-WNEW.

NEW, Orrin P. Kilbourn, Albany, N. Y.—CP 1240 kc 250 w unltd.

NEW, C. F. Gaarenstroom, Fairmont, Minn.—CP 1420 kc 100 w 250 w LS unltd.

**RETIRED TO CLOSED FILES:**

KCMC, Texarkana, Ark.—CP change equip.

WJAY, Cleveland—CP new equip., move trans.

**RATIFICATIONS:**

KNEC-W7XBK, Tacoma, Wash.—Granted auth. operate as licensed Sept. 20-27.

WCBD, Waukegan, Ill.—Granted auth. use Zion studio as main, pending action on applic. move to Chicago.

WOKO, Albany, N. Y.—Granted temp. auth. rebroadcast NAA time signals.

WIOD-WMBF, Miami—Granted CP approv. trans. site, vert. radiator.

The following applic. dismissed with prejudice—Winona Brdcstg. Co., Winona, Minn.; Mankato Brdcstg. Co., Mankato, Minn.; Fort Dodge Brdcstg. Co., Fort Dodge, Ia.; Clinton Brdcstg. Co., Clinton, Ia.; Hastings Brdcstg Co., Hastings, Neb.; Grand Isle Brdcstg. Co., Grand Island, Neb.; Appleton Brdcstg. Co., Appleton, Wis.; Wausau Brdcstg. Co., Wausau, Wis., all for new stations.

MISCELLANEOUS—WMEX, Boston, reconsidered action 7-22-36 granting without hearing CP 1470 kc increase to 5 kw, and set applic. for hearing because of protests; WMCA, New York, granted modif. license to 570 kc 1 kw unltd., affirming grant 7-2-36, since protests were withdrawn; NEW, Escanaba Daily Press Co., Escanaba, Mich., granted request take depositions re applic. 1500 kc 100 w D; NEW, R. J. Laubengayer, Salina, Kan., granted applic. CP 1500 kc 100 w unltd.; NEW, Journal Co., Milwaukee, granted petition intervene applic. John C. Looney, Milton, Mass.; NEW, Continental Radio Co., Columbus & Toledo, applic. CP new stations 1310 and 1200 kc respectively, 100 w, remanded to docket for additional testimony; KUMA, Flagstaff, Ariz., granted renewal on regular basis; WAAB, Boston, denied reconsideration action 1-15-36 setting applic. increase 500 w to 1 kw D for hearing; KLZ, Denver, granted petition intervene applic. Mile High Radio Corp., Denver; NEW, Tribune Printing Co., Jefferson City, Mo., reconsidered & granted applic. 1310 kc 100 w D; NEW, Adv. Pub. Co., Honolulu, granted petition intervene applic. Fred J. Hart; WISN, Milwaukee, denied reconsideration & grant applic. increase 250 w to 1 kw N, denied oral argument before division; WGAN, Portland, Me., denied dismissal applic. Palmer Brdcstg. Syndicate Inc., Portland, and authorized to proceed with new station 640 kc 500 w ltd. to KFI, subject action U. S. Court of Appeals upon pending appeals; NEW, Paul R. Heitmeyer, Cheyenne, Wyo., granted dismissal applic. Wyoming Radio Corp. for CP Cheyenne since applicants are same as those in Wyoming Radio Educational Assn., denied an applic. 6-12-36; WCHS, Charleston, W. Va., denied reconsideration & grant without hearing exp. auth. increase 500 w to 1 kw N; National Assn. of Regional Brdcstg. Stations denied petition asking FCC to maintain present status on regional stations pending promulgation of new rules as result of hearing set for 10-5-36; NEW, Pacific Acceptance Corp., San Diego, dismissed from docket and reaffirmed decision 10-22-35 granting applic. new station 1200 kc 100 w D.

Effective operation of Rule 981 postponed six months to perfect freq. monitors for independent measurement of freq. of stations other than those in regular broadcast band; Rule 1034 (c) postponed until further notice, to be made effective when definite allocations to television stations are made.

**SUN OPERATES RADIO**—Rays of the sun were utilized Sept. 25 by Charles G. Abbott, curator of Smithsonian Institution, to operate an amplifier used on a remote setup of WMAL, Washington. Using only rays of the afternoon sun, Dr. Abbott switched from the battery power amplifier to power provided by his solar heat engine and the voice of James McGrath, WMAL announcer, was heard on the air, the first time the sun has been harnessed to radio.

Dr. Abbott's machine took direct energy of the sun, focused the rays into a small moving stream of black liquid, which became heated to about 400 degrees centigrade and was passed by tubes through a boiler, driving a steam engine which in turn generated electricity, which operated the amplifier. Signals from the amplifier were fuzzy, but strong enough to be heard and lasted three minutes although difficulty was experienced when the steam pressure melted solder.

In the photo are (left to right) Dr. Abbott, McGrath, Phillip I. Merryman, NBC operations supervisor in Washington, and Howard Gronberg, NBC engineer.

APPLICATIONS DISMISSED—WTAG, Worcester, 580 kc 1 kw unltd.; KPRC, Houston, 920 kc 5 kw unltd.; WORC, Worcester, 1280 kc 1 kw unltd.; NEW, J. W. Birdwell, Johnson City, Tenn., 1370 kc 100 w unltd.; NEW, Press Co. Inc., Schenectady, 1210 kc 100 w D; WHBF, Rock Island, Ill., 1450 kc 1 kw unltd.; KGEK, Sterling, Col., 1200 kc 100 w SH; NEW, Mid-Missouri Brdcstg. Service, Jefferson City, 1210 kc 100 w D; NEW, K. L. G. W. Radio Corp., New York City, 970 kc 1 kw unltd.; NEW, Maxwell, Sancken & Lorick, Augusta, Ga., 610 kc 250 w 500 w LS unltd.; NEW, Harry J. Grant, Milwaukee, 1010 kc 250 w 500 w LS unltd.; NEW, Thomas L. Evans, J. L. Milligan, Jefferson City, Mo., 920 kc 500 w D; NEW, Constitution Pub. Co., Atlanta, 590 kc 1 kw unltd.; NEW, Ventura Brdcstg. Co., Ventura, Cal., 1210 kc 100 w D; NEW, Harry C. Kipke, Ann Arbor, Mich., 630 kc 500 w D; Peoples Pulpit Assn., New York City, auth. transmit Judge Rutherford program to XENT, Nuevo Larado, Mex.; NEW, Dixie Brdcstg. System, Valdosta, Ga., 1500 kc 100 w D.

**ACTION ON EXAMINERS' REPORTS:**

NEW, A. W. Hayes, Erie, Pa.—Denied CP 1270 kc 500 w 1 kw LS unltd. directional, sustaining Examiner Dalberg.

NEW, Watertown Brdcstg. Corp., Watertown, N. Y.—Denied CP 1270 kc 250 w D, reversing Examiner Dalberg.

NEW, Pittsburg Brdcstg. Co., Pittsburg, Kan.—Granted CP 790 kc 1 kw D, sustaining Examiner Hill.

NEW, Union Tribune Pub. Co., San Diego, Cal.—Denied CP 1420 kc 100 w 250 w D unltd., sustaining Examiner Walker.

NEW, Star-Chronicle Pub. Co., St. Louis —Granted CP 1250 kc 1 kw unltd., reversing Examiner Hyde.

WIL, St. Louis—Denied CP new equip. (directional N), move trans. locally, change 1200 to 1250 kc, increase 100 w 250 w D to 1 kw unltd., reversing Examiner Hyde.

KGKO, Fort Worth—Granted CP (Com. Case dissenting) new equip., move studio, trans. 570 kc 250 w 1 kw D unltd., sustaining Examiner Arnold.

NEW, Sioux Falls Brdcst. Assn. Inc., Sioux Falls, S. D.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Hill.

NEW, Black River Valley Brdcsts. Inc., Watertown, N. Y.—Granted CP 1420 kc 100 w 250 w LS unltd., sustaining Examiner Dalberg.

NEW, Johnson & Perry, Cedar City, Utah—Granted CP 1310 kc 100 w unltd., sustaining Examiner Hill.

WHFC, Cicero, Ill.—Granted CP new equip., increase 100 w to 100 w 250 w D 1420 kc. spec., sustaining Examiner Dalberg.

WKBI, Cicero, Ill.—Granted modif. license increase 100 w to 100 w 250 w D 1420 kc spec., sustaining Examiner Dalberg.

WEHS, Cicero, Ill.—Same.

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—Remanded docket further hearing.

WCBD, Chicago—Granted modif. license move studio from Waukegan to Chicago, 1080 kc. 5 kw ltd., also transfer control to L. E. Moulds, W. F. Moss & Gene T. Dyer and E. M. Ringwald, sustaining Examiner Hill.

KRE, Berkeley, Cal.—Granted vol. assign. license to Central Cal. Brdcstrs. Inc., sustaining Examiner Hyde.

ORAL ARGUMENT GRANTED—Oct. 22: Times-Dispatch Pub. Co. Inc., Richmond, Va. Oct. 29: Ventura County Star Inc. & Merced Star Pub. Co. Inc., Ventura, Cal., KDYL, Salt Lake City; Nov. 6: Southwest Brdcstg. Co., W. P. Stuart, both of Prescott, Ariz., KTFI, Twin Falls, Id., Voice of Marshall Assn., Marshall, Tex., Albert Lea Brdcstg. Corp., Albert Lea, Minn., Winona Radio Service, Minona, Minn.; No. 13: WALR, Zanesville, O., Community Brdcstg. Co., Toledo, Earl Weir, St. Petersburg, Fla., Nathan N. Bauer, Miami; Nov. 19: WTJS, Jackson, Tenn., WPRO, Providence, Chattanooga Brdcstg. Co., Chattanooga, Dorrance D. Roderick, El Paso; Dec. 3: K. K. & A. C. Kidd, Taft, Cal., Marysville-Yuba City Publishers Inc., Marysville, Cal.; Fred A. Baxter, Superior, Wis.; WJBO, Baton Rouge, La.; Dec. 10: Tulare-Kings Co. Radio Associates, Vasalia, Cal., J. E. Brantley et al, Savannah, W. T. Knight Jr., Savannah, Gulf Coast Brdcstg. Co., Corpus Christi, Tex.; Dec. 17: Cache Valley Brdcstg. Co., Logan, Utah; J. T. Bilben & N. G. Barnard, Walker, Minn.

### SEPTEMBER 23

KFRO, Longview, Tex.—Denied rehearing applic. change 1370 to 1210 kc, increase to 100 w 250 w D unltd., instead of 100 w D only, asking KWEA facilities. Com. Stewart voted in favor of grant.

NEW, Dudley J. Connolly & Co., Chattanooga—Denied rehearing and review en banc applic. W. A. Patterson and Dudley J. Connolly & Co. for new station and denial applic. Dudley J. Connolly & Co. for CP 1200 kc 100 w D.

## Applications . . .

### SEPTEMBER 16

NEW, Utica Observer Dispatch Inc., Utica, N. Y.—CP 950 kc 1 kw D.

WBNY, Buffalo — Modif. license added hours, facilities WSVS.

WFBG, Altoona—CP vert. antenna, increase to 100 w 250 w D.

WKOK, Sunbury, Pa.—CP new trans.

WFIL, Philadelphia — Modif. CP new equip., vert. antenna, increase power, move trans., further asking auth. change trans. site locally.

KYW, Philadelphia — CP change equip., increase 10 to 50 kw.

KVOO, Tulsa — CP change equip., increase 25 to 50 kw.

NEW, Richard M. Casto, Johnson City, Tenn. — CP 1200 kc 100 w N 250 W D unltd.

WIOD-WMBF, Miami—CP new antenna, move trans. locally.

KGFK, Duluth—Modif. CP move station, to change studio site, antenna.

NEW, Twin City Brdcstg. Corp., Longview, Wash.—CP 1500 kc 100 w 250 w D unltd.

KVL, Seattle — Vol. assign. license to Howard J. Ryan.

KORE, Eugene, Ore.—CP move trans. studio locally, change equip., antenna.

### SEPTEMBER 17

NEW, General Electric Co., Albany—CP high-freq. 150 w.

WEBR, Buffalo—CP new trans., vertical antenna.

WHN, New York — Modif. license increase 1-5 kw. to 5 kw D & N.

WRAX, Philadelphia—Modif. license 250 w directional 500 w D to 1 kw D & N directional.

NEW, Staunton Brdcstg. Co., Staunton, Va.—CP 1500 kc 100-250 w unltd.

WSAJ, Grove City, Pa. — CP change equip.

WPEN, Same as WRAX.

WMFR, High Point, N. C.—Vol. assign. license to Radio Station WMFR Inc.

NEW, J. Leslie Doss, Sarasota, Fla.—CP 1390 kc 250 w D.

NEW, Daily News Corp., St. Paul—CP 630 kc 250 w unltd., amended to 580 kc 1 kw D, change equip., antenna.

KNX, Los Angeles — Modif. license to Columbia Brdcstg. System of Cal. Inc.

KSFO, San Francisco—Vol. assign. license amended to change name to same as above.

### SEPTEMBER 19

WCAO, Baltimore—License for CP new aux. trans.

NEW, Central Mich. Radio Co., Mt. Pleasant—CP 1350 kc 250 w unltd., amended to 570 kc.

WJAY, Cleveland—CP move trans. to Seven Hills, O., install new trans., antenna.

KTEM, Temple, Tex.—Modif. CP change equip., for approval antenna, trans. site.

WSMB, New Orleans—Modif. license 1 kw re radiation toward Akron.

WSIX, Nashville—License for CP move trans., studio, install antenna.

NEW, H. W. Wilson, Ben Farmer, Wilson, N. C.—CP 1310 kc 100 w D amended re antenna, trans.

KGNO, Dodge City, Kan.—License for CP new equip.

KCMO, Kansas City—Vol. assign. license to KCMO Brdcstg. Co.

KFKA, Greeley, Col.—Modif. license 880 to 1450 kc, hours to unltd.

### SEPTEMBER 22

NEW, Debs Memorial Radio Fund Inc., Brooklyn—CP high-freq. 100 w.

WLBZ, Bangor, Me.—CP new trans.

WNLC, New London, Conn.—License for CP new station.

NEW, T. E. Kirksey, Waco, Tex.—CP 1330 kc 500 w unltd.

KGNC, Amarillo, Tex.—Auth. transfer control to Gene A. Howe.

NEW, Service Life Ins. Co., Omaha—CP 1500 kc 100 w unltd.

WOC, Davenport, Ia.—Auth. transfer control to B. J. and D. D. Palmer.

WJJD, Chicago—CP directional antenna N, change ltd. to unltd.

KFVD, Los Angeles—CP new trans.

KFAC, Los Angeles—CP new trans.

NEW, Clarence A. Berger, Coeur d'Alene, Id.—CP 1200 kc 100 w D.

### SEPTEMBER 21

WQDM, St. Albans, Vt. — Modif. CP move trans., studio, change freq., new equip., increase power, change hours, asking equip. changes, move trans.

NEW, Trenton Times, Trenton — CP 1570 kc 250 w unltd.; also booster stations.

WDBJ, Roanoke, Va. — License for CP new equip., increase power, move trans., studio.

WJRD, Tuscaloosa, Ala. — Modif. CP new station to ask new trans., move trans., studio, change antenna.

WDBO, Orlando, Fla.—Modif. CP move trans., change antenna, increase power, asking new trans.

WBBZ, Ponca City, Okla. — CP new equip., change antenna, increase 100 to 250 w D.

WGL, Fort Wayne, Ind.—CP new trans.

WLBF, Kansas City—CP change equip.

KMA, Shenandoah, Ia. — Modif. license 2½ to 5 kw.

KANS, Wichita — License for CP as modif. new station.

KLS, Oakland, Cal.—CP new trans.

KRNR, Roseburg, Ore. — CP change equip., increase 100 w to 100 w 250 w D, unltd.

### SEPTEMBER 24

WNEW, Newark—Modif. license move studio to 501 Madison Ave., New York.

WJBR, Gastonia, N. C. — Modif. CP 1420 kc 100 w unltd. extend completion.

WMAZ, Macon, Ga. — License for CP aux. trans.

KOVC, Valley City, N. D.—Vol. assign. CP to KOVC Inc.

KSCJ, Sioux City, Ia.—CP new trans., increase 1 kw 2½ kw D to 1 kw 5 kw D.

KFYR, Bismarck, N. D.—CP change equip., vert. antenna, move trans. locally.

KROY, Sacramento—Modif. CP 1210 kc 100 w D for new trans., vert. antenna, change to 1340 kc, 100 w to 250 w N 1 kw D unltd.

### SEPTEMBER 25

WCAX, Burlington, Vt.—License for CP new trans.

WSPR, Springfield, Mass. — Modif. license ltd. LS WAPI to LS KVOO.

WSJS, Winston-Salem, N. C.—CP new trans., antenna, change 1310 to 1250 kc, increase 100 w to 1 kw.

WAGF, Dothan, Ala. — Assign. license to John T. Hubbard, Julian C. Smith & Fred C. Moseley, d/b Dothan Brdcstg. Co.

WRBL, Columbus, Ga.—CP new trans., antenna, move locally, increase D 100 to 250 w.

KUOA, Siloam Springs, Ark—Modif. CP move trans., studio, new antenna, increase power, asking further increase 2½ to 5 kw, new trans., added hours.

WTRC, Elkhart, Ind. — License for CP change equip., increase power, move trans., change antenna.

NEW, Waterloo Daily Courier, Waterloo, Ia.—CP 1420 kc 100 w unltd.

NEW, Charles J. Pettinger, Indianapolis—CP 1050 kc 5 kw D.

WEW, St. Louis University, St. Louis—License for CP change equip.

KFXD, Nampa, Id.—CP new trans.

### SEPTEMBER 26

NEW, Fayette Brdcstg. Corp., Uniontown, Pa.—CP 1420 kc 250 w D.

WGPC, Albany, Ga. — Modif. CP new equip., move studio, trans., to request new trans., antenna change, increase 100 to 250 D, move studio.

WMC, Memphis—License for CP change equip., increase power, change antenna, trans. site.

KTHS, Hot Springs, Ark. — CP new trans., directional antenna, change 1040 to 1060 kc unltd., move trans.

KABC, San Antonio—CP new trans.

NEW, Journal Co., Waukesha, Wis.—License for facsimile station 620 kc 500 w midnight to 6 a. m. on WTMJ trans.

WOWO, Fort Wayne, Ind.—Amended to Westinghouse Radio Stations Inc.

NEW, D. L. Thornton, Centralia & Chehalis, Wash.—CP 1500 kc 100 w N 250 w D unltd.

### SEPTEMBER 28

WGNY, Newburgh, N. Y. — Modif. CP new trans.

WBNX, New York—License for CP new equip. etc.

NEW, John S. Bryan, Douglas Freeman, Tennant Bryan, Petersburg, Va.—CP 1370 kc 100 w D.

NEW, World Pub. Co., Tulsa—CP 940 kc 1 kw unltd. directional N, amended to 5 kw, new trans.

KPLC, Lake Charles, La.—CP vert. antenna, increase D 250 w, move trans.

NEW, George H. Payne, San Jose, Cal. —CP 1010 kc 1 kw unltd., facilities KQW.

### SEPTEMBER 29

WMBO, Auburn, N. Y.—Auth. transfer control to Roy L. Albertson.

WHDF, Calumet, Mich.—CP new trans.

WLAP, Lexington, Ky.—CP move trans., studio locally, new equip., antenna.

WIBG, Glenside, Pa.—CP move trans., vert. antenna, new trans., increase 100 w to 5 kw ltd. LS Chicago.

KTAT, Fort Worth—Vol. assign. license to Tarrant Brdcstg. Co.

KTSM, El Paso—CP move trans., vert. antenna, increase D 250 w.

#### Add Examiners' Reports

WJAC, Johnstown, Pa.—Examiner Dalberg recommended (I-290) that applic. increase D to 250 w LS be granted.

(*Continued on page 78*)

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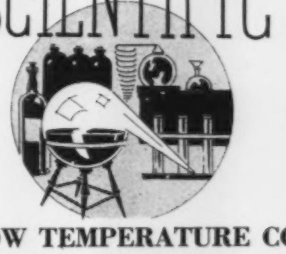
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NEW, Power City Brdcstg. Corp., Niagara Falls, N. Y., Niagara Falls Gazette Pub. Co., Niagara Falls.—Exminer Dalberg recommended (I-291) that applic. Power City Brdcstg. Corp. for 630 kc 250 w D be granted; applic. Gazette Pub. Co. be denied.

NEW, Mrs. C. A. S. Heaton, Las Vegas, Nev. — Examiner Irwin recommended (I-292) that applic. CP 1420 kc 100 w unltd. be denied.

WHAZ, Troy, N. Y.—Examiner Irwin recommended (I-293) that applic. increase 500 w to 1 kw be granted.

## Additional Decisions . . .

### SEPTEMBER 29

KELD, El Dorado, Ark.—CP new trans.

KOL, Seattle—CP change equip.

WRDW, Augusta, Ga.—CP move trans. locally, new antenna.

WRJN, Racine, Wis.—License for CP 1370 kc 100 w 250 w D unltd.

KGNO, Dodge City, Kan.—License for CP 1340 kc 250 w unltd.

WMT, Cedar Rapids, Ia.—License for CP 600 kc 1 kw N directional 5 kw D unltd.

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WCAP, Asbury Park, N. J.—License for CP 1280 kc 500 w Sh.—WTNJ, WCAM.

WPRA, Mayaguez, P. R.—Modif. CP trans., studio sites.

KVI, Tacoma, Wash.—Modif. CP new equip.

KHQ, Spokane—Modif. CP trans. site.

KGCX, Wolf Point, Mont.—Modif. CP re trans.

WSAR, Fall River, Mass. — CP new equip.

KPRC, Houston—Modif. license to Houston Printing Corp.

WPTF, Raleigh, N. C.—Exp. auth. 5 kw directional spec. hours.

KWKH, Shreveport, La. — Ext. spec. auth. 1100 kc unltd. directional N.

KOOS, Marshfield, Ore. — Transfer control to Walter L. Read.

KSLM, Salem, Ore.—Transfer control to H. B. Read.

WPEN, Philadelphia—Renewal license.

WFBM, Indianapolis—Renewal license.

WRAX, Philadelphia—Renewal license.

NEW, Tampa Times Co., Tampa, Fla.—Ext. exp. auth. 2½ kw LS.

KQV, Pittsburgh—Operate simul. WSMK spec. hours.

KDAL, Duluth—Modif. CP re site.

SET FOR HEARING—NEW, Arthur H. Groghan, Minneapolis; WLB, Minneapolis; WCAL, Northfield, Minn.; WTCN, Minneapolis; KWTN, Watertown, S. D.; KGDY, Huron, S. D.; NEW, F. M. Gleason, Rossville, Ga.; KVOE, Santa Ana, Cal.; WLMU, Middlesboro, Ky.; NEW, C. S. Gooch, Amarillo, Tex.; NEW, W. E. Whitmore, Hobbs, N. M.; NEW, Virgil V. Evans, Gastonia, N. C.; NEW, Schuylkill Brdcstg. Co., Pottsville, Pa.; NEW, Northwestern Pub. Co., Danville, Ill.; NEW, Waldo Abbot, Ann Arbor, Mich.; NEW, Central States Brdcstg. Co., Council Bluffs, Ia.

**ACTION ON EXAMINERS' REPORTS:**

NEW, Northern Brdcstg. Co. Inc., Wausau, Wis.—Granted CP 1370 kc 100 w D, reversing Examiner Seward.

WPAR, Parkersburg, W. Va. — Denied CP increase 100 w to 100 w 250 w D, sustaining Examiner Bramhall.

NEW, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C.—Granted CP 1250 kc 250 w D, reversing Examiner Walker.

NEW, Jonas Weiland, Kinston, N. C.—Granted CP 1200 kc 100 w 250 w D unltd., sustaining Examiner Walker.

NEW, Navarro Brdcstg. Assn., J. C. West, pres., Corsicana, Tex.—Granted CP 1310 kc 100 w D, sustaining Examiner Hill.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—Granted CP 1200 kc 100 w unltd., sustaining Examiner Seward.

NEW, Jefferson Brdcstg Co., Ormond O. Black, pres., Birmingham, Ala.—Denied CP 1200 kc 100 w N 250 w D unltd., sustaining Examiner Seward.

KRLC, Lewiston, Id.—Granted CP new equip., move trans., change 1420 to 1390 kc increase 100 w to 250 w unltd., sustaining Examiner Hyde.

KGFG, Oklahoma City—Granted modif. license Sh.-KCRC to unltd., 1370 kc 100 w; auth. transfer control from Hale V. Davis to Harold V. Hough, sustaining Examiner Bramhall.

APPLICATIONS DENIED — WHBB, Selma, Ala., auth. operate unltd. pending action applic.; WLEU, Erie, increased power N 45 days; WIBW, Topeka, 5 kw midnight to 1 a. m.; WSMK, Dayton & KQV, Pittsburgh, auth. operate simul. LS to midnight; WSPA, Spartanburg, S. C., auth. unltd. 500 w 1 kw D 1120 kc; WEST, Easton, Pa., operate simul.-WKBO 30 days; WKBO, Harrisburg, same.

APPLICATIONS DISMISSED — NEW, Joseph G. Morrow, Oakland, Cal., 1150 kc 250 w LS D; NEW, KLA Inc., LaGrande, Ore., CP 1100 kc 250 w LS D; WJBR, Gastonia, N. C., vol. assign. license; NEW, H. A. Hamilton, Asheville, N. C., CP 1200 kc 100 w unltd.; NEW, Frank F. Airey, Twisp, Wash.; CP 1220 kc 250 w LS D; WJBR, Gastonia, N. C., modif. CP 1420 kc 100 w unltd.

## Additional Applications . . .

### SEPTEMBER 30

WBAL, Baltimore—CP directional N, change hours to unltd.

WJIM, Lansing, Mich.—Vol. assign. license to Harold E. Gross.

WPHR, Petersburg, Va.—Modif. license D to unltd. 500 w.

NEW, W. Va. Newspaper Pub. Co., Clarksburg — CP 630 kc 5 kw unltd., amended to 1 kw 5 kw D, change site.

WTAQ, Green Bay, Wis. — CP new trans., increase 1 kw to 1 kw 5 kw D.

NEW, Waterloo-Times Pub. Co., Waterloo, Ia.—CP special station 1370 kc 100 w D, amended to regular station.

## Sherman Resigns FCC

Mr. Sherman

JOHN M. SHERMAN, FCC radio inspector in charge of the St. Paul-Minneapolis district, on Sept. 16 became technical director of WTCN, Minneapolis. A graduate of Carnegie Institute of Technology in 1928, he become a radio inspector in 1929, and was assigned to St. Paul in 1932. Mr. Sherman was succeeded as radio inspector by Carl W. Loeber, transferred from the Detroit office of the FCC. Mr. Loeber is a native of Milwaukee and was graduated from the University of Wisconsin.

## Dr. S. M. Kintner

DR. SAMUEL M. KINTNER, 64, vice president of the Westinghouse E. & M. Co. and a pioneer in radio development, died at his Pittsburgh home Sept. 28. A native of New Albany, Ind., he was graduated from Purdue in 1894, later becoming assistant to Prof. Fessenden on the faculty of Western University of Pennsylvania. He joined the Westinghouse research department in 1903. Except for a short period as general manager and president of National Signalling Co., he has served with Westinghouse almost continuously and was elected assistant vice president in charge of engineering in 1930. His widow and a son, John B. Kintner, survive.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ______$50.00
Hollister Crystal Co.
WICHITA, KANSAS

## Triple Sponsorships

A NEW cooperative campaign over four stations on the Mutual Network, with three different sponsors but featuring the same talent, was announced Sept. 29. Starting Oct. 5, the series will be broadcast 1:45 to 2 p. m. over WOR, Newark, and WAAB, Boston, with a repeat performance at 2:15-2:30 p. m. for WGN, Chicago, and WGAR, Cleveland, and will feature E. V. Meadows, beauty expert who barnstorms for the sponsors and who will be keyed from the city in which he happens to be at the time. Sponsors are Kesmet Laboratories Inc., on Mondays and Fridays, through Brooke, Smith & French Inc., New York; F. W. Fitch Co., Des Moines (hair tonics) on Tuesdays, through Ramsey Agency, Davenport, Ia.; Gibbs & Co., Chicago, (Grabrieleen Permanent Wave) on Wednesdays, through Bertram Reibel Agency, Chicago. The Fitch and Gibbs accounts are for 26 weeks and the Kesmet Laboratories for 13 weeks, but with two programs per week.

## New Rebroadcast Rule

ACCEDING to complaints from licensees and others, the FCC Broadcast Division on Sept. 29 revised its new rules covering international broadcasts of programs so as to obviate the need of procuring a special authorization in each such instance. All language relating specifically to procurement of such authorizations, contained in the originally revised rule (177.1 and 177.2) has been revised to accomplish this end. The revised rule was made effective retroactive to Sept. 15 when the new rules governing all broadcast services other than those in the regular broadcast band became operative. [See June 1 BROADCASTING for text of original rules.]

## Fawcett on Yankee

FAWCETT PUBLICATIONS, Minneapolis (*Modern Mechanix, Hobbies and Inventions* magazines), starts Oct. 4 on Yankee Network a series of weekly evening half-hour broadcasts to include a dramatized account of some scientific or mechanical discovery and a scientific "man on the street" question-and-answer session. Agency: Ruthrauff & Ryan Inc., Chicago.

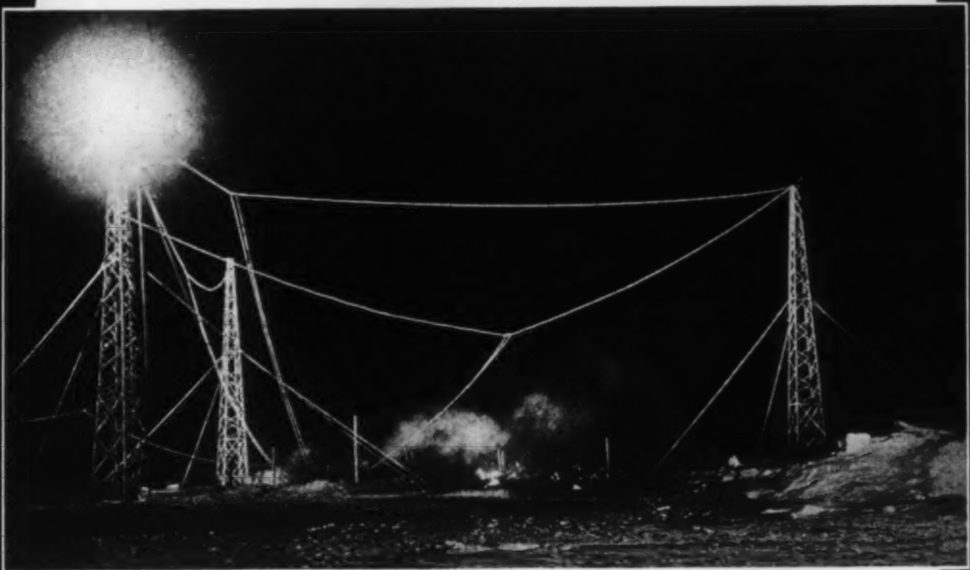
## Household Finance Adds

HOUSEHOLD Finance Corp., Chicago (personal loans) starts a second network series, using 4 NBC-Red stations (WEAF, WLW, WMAQ, KYW) for a *Sherlock Holmes* program, Thursdays, 11:15-11:45 p. m. The company also sponsors Edgar Guest. Charles Daniel Frey Co., Chicago, has the account.

## Ice Institute on CBS

NATIONAL Ice Institute, Chicago, ice dealers association, returns to the air Oct. 20 with a 26-week series on 38 CBS stations, Tuesdays and Thursdays, 11:45-12 noon. Program is titled *Talks to Housewives.* Donahue & Co. Inc., New York, is agency.

# BLAW-KNOX
# Vertical Radiators



*Blaw-Knox Vertical Radiators in Little America-base of the Byrd Expeditions to the South Pole*

## STANDARD FROM POLE TO POLE

From Little America on the south to Alaska in the north, Blaw-Knox antennas are found serving all types of modern radio stations. As a pioneer in the industry Blaw-Knox has furnished:

The tallest Vertical Radiator in the world (1045 ft. Budapest, Hungary).

The tallest Vertical Radiator in the United States.

The first self-supporting Vertical Radiator.

The first "half wave" Vertical Radiator for broadcasting.

The first Vertical Radiator erected atop a building.

The first Vertical Radiator to be used for simultaneous broadcasting by 2 stations on different frequencies.

The use of Blaw-Knox Vertical Radiators results in greatly improved coverage. If you plan antenna improvements it will pay you to consult Blaw-Knox.

**BLAW-KNOX COMPANY**

2038 Farmers Bank Building · Pittsburgh, Pa.

**In Washington**

The activities of politics, business and society are more colorful than ever before. You will enjoy Washington

The best in accommodations, location and smart surroundings are available at this distinctive hotel. Write or wire for reservations.

ACROSS FROM THE WHITE HOUSE

*The*
**HAY-ADAMS HOUSE**
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
**WASHINGTON, D.C.**

## IN THE CONTROL ROOM

SID PARKS, formerly of KADA, Ada, Okla., has joined KFRO, Longview, Tex., as news operator, replacing Ralph DuBois, resigned. Edward Bumpass has been named maintenance engineer.

LARRY ADAMS, Hollywood sound engineer, has joined the technical division of Associated Cinema transcription studios.

GEORGE SHIELDS, formerly of WNEW, Newark, has joined the NBC control staff in New York.

LEONARD LANGE, formerly transmitter operator of KSCJ, Sioux City, Ia., has joined WNAX, Yankton, S. D., with Maurice Mitchell shifted from control to the WNAX transmitter.

JOHN BOYKIN, graduate of North Carolina State in electrical engineering, has joined the technical staff of WPTF, Raleigh, succeeding Arthur Brimley, who has returned to WWNC, Asheville, N. C., for his health.

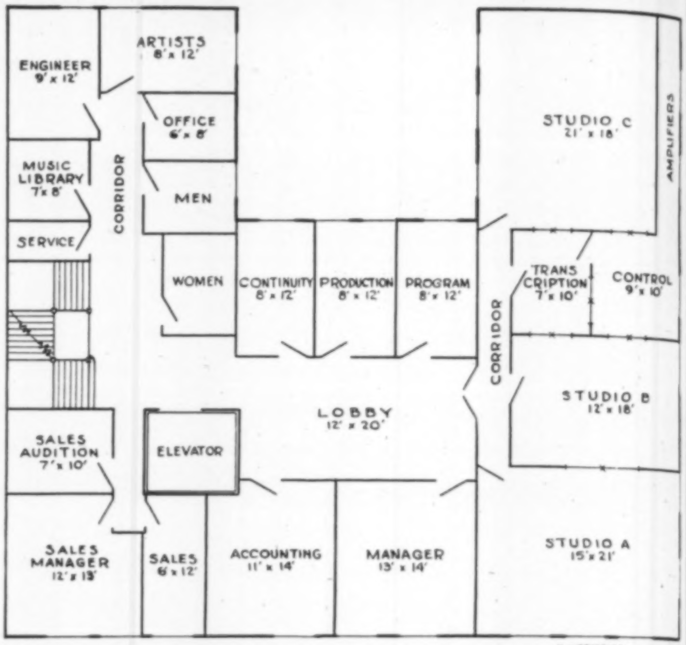
PAUL LEAKE has joined KFBK, Sacramento, as a technician.

NEIL McGINNIS, operator of KSTP, St. Paul, is the father of a baby girl.

PAUL SCHULZ, chief engineer at KYA in San Francisco, on Sept. 6, became the father of a girl.

CHARLES TORSCH, newly graduated from Johns Hopkins University and brother-in-law of William E. Plummer, associate of Glenn D. Gillett, Washington consulting engineer, has joined the broadcast engineering staff of RCA Victor Co., Camden, N. J.

GEORGE WILSON, of Cincinnati, has joined the engineering staff of WKRC, that city.



**DESIGNED FOR RADIO-LIVING**—Here is the new studio-office layout of WHKC, Columbus, which H. K. Carpenter, vice president of United Broadcasting Co., operating the station, claims is ideal for medium-sized stations. All studios and offices are easily accessible to the lobby. Sales department, including an audition room, is removed from the studios and operating end. Miscellaneous activities are in a corridor entirely to themselves. Control room commands a view of all three studios and transcription room. Studios and control room have outside windows. side windows.

JACK BURRELL, chief engineer of KYOS, new Merced, Cal. station, is the father of a boy born Sept. 13 in San Francisco.

ROBERT F. POND of the WBBM, Chicago, engineering staff, was married Sept. 17 to Miss Gene Olkiewicz.

A. L. HENDERSON, former assistant chief engineer of KOL, Seattle, has been promoted to chief engineer, succeeding Clyde H. Bond, who resigned Sept. 1 to join Glenn D. Gillett, consulting engineer in Washington.

PHIL BOWMAN, of the CBS production staff, Chicago, is the father of a seven-pound boy born in September.

## KTHS Plans Changes

KTHS, Hot Springs, Ark., recently purchased by Radio Enterprises Inc., newly formed holding corporation for the Col. Barton radio interests, which also include KARK, Little Rock, and KELD, El Dorado, has applied to the FCC for authority to shift its frequency permanently to 1060 kc. and to operate full time in lieu of time-sharing with KRLD, Dallas. The 10,000-watt former local chamber of commerce station also proposes to move its transmitter to a point near McAlmont, Ark., and to erect a studio in Little Rock. Edward Zimmerman heads Radio Enterprises Inc.

GENERAL FOODS Corp., New York has signed Burns & Allen to start a network series next April. At present they are appearing on CBS for Campbell tomato juice.

## Bond Joins Gillett

Mr. Bond

CLYDE H. BOND, formerly chief engineer of KOL, Seattle, has joined the staff of Glenn D. Gillett, Washington consulting engineer, as an assistant specializing in transmitter tests and adjustments and working on the certification of the performance of broadcasting stations. Mr. Bond, onetime amateur and ship operator, has had wide experience in radio in the Northwest, his first broadcasting assignment before entering the University of Washington being that of engineer of KPQ, Wenatchee, Wash.

## Course in Recording

ACADEMY of Motion Picture's research council, Hollywood, will inaugurate a course in advance sound recording (film and discs) on Oct. 5. The classes will be held two evenings a week for 21 weeks in the Hollywood High School with L. E. Clark, of the RCA Mfg. Co., in charge and a limit of 45 placed on the enrollment. The elementary course, like that of last year, will be supervised by A. P. Hill, of ERPI, and will start Oct. 21 for 17 weeks.

**To Station Managers and Advertising Agencies:**

Our field managers have been instructed to visit every radio station and advertising agency handling radio accounts.

We know that when they arrive in your city, you will want to have your entire sales organization available to listen to, what we believe to be, the finest presentation of feature length major productions to be offered by any producer in the field of electrically transcribed radio programs.

Regardless of the requirements of your clients in the choice of an entertainment vehicle for their advertising message, we feel that we can supply just the program to satisfy the desire of the most exacting buyer.

Why not make this note on your memo pad right now: "Have Transco field manager give audition when he arrives."

●

RADIO TRANSCRIPTION COMPANY
OF AMERICA, LTD.
HOLLYWOOD OFFICE ● 1509 N. Vine Street
CHICAGO OFFICE ● 666 Lake Shore Drive

**To Completely Control the Puget Sound Market**
**Use Both of Seattle's Pioneer Radio Stations**

**KOMO** NBC-Red | **KJR** NBC-Blue

*National Representatives* — EDWARD PETRY & CO.

## Wasey on Mutual

WASEY PRODUCTS Inc., New York (Kreml, Zemo, Musterole, etc.) on Sept. 27 returned Jacob Tarshish, *The Lamplighter*, to the air for a 39 weeks series on Mutual network. A staggered schedule is being used: Sundays, 3-3:15 p. m., on WOR, CKLW, WLW, WJJD; Mondays, Tuesdays, Wednesdays, Fridays, 9:30-9:45 a. m. on WOR, WLW, WGN, with CKLW taking only the Monday and Tuesday programs. All broadcasts originate from the WOR studios. Erwin, Wasey & Co. Inc., New York, has the account.

INFORMATION
• • •
EQUIPMENT
• • •
SERVICE

*Radio Engineering Consultants*

For Established Stations
and
For New Station Applicants

Frequency Measurements

Tru-AXIS Low Drift CRYSTALS

(Approved by F.C.C.)

COMMERCIAL RADIO EQUIPMENT COMPANY
7805 BALTIMORE • KANSAS CITY, MO.

## The Radio Buildup

WHILE certain elements in the movie industry still harp on radio's alleged encroachment on box office, proof mounts almost daily that the "radio buildup" pays other fields of entertainment. Latest to join the "big name" box office stars is Jane Pickens, of the Pickens Sisters, now performing as prima donna of the Ziegfeld Follies. J. Walter Thompson Co., handling the *Kraft Music Hall* show with Bob Burns, who first attained fame via the Rudy Vallee hour, also reports that Burns has been signed by a newspaper syndicate to do a daily series guaranteeing him $500 a week, besides his new movie contract exceeding $700,000.

## Seeks Waterloo Station

THE *Waterloo Courier*, which purchased Harry Shaw's *Waterloo Tribune* several years ago but not his station, WMT, which he later sold to the *Des Moines Register & Tribune*, on Sept. 24 applied to the FCC for a new 100-watt station on 1420 kc. WMT now operates as the Cedar Rapids-Waterloo outlet of the Iowa Network. Mr. Shaw, onetime NAB president, is now publishing the *Cedar Falls* (Ia.) *Daily News*.

## CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

### Help Wanted

Combination announcer - engineer for large station in prosperous middle Northwest city. Box 560, BROADCASTING.

Wanted: Engineer, programmer or solicitor as stockholder and employe, good local station. Address Box 554, BROADCASTING.

Experienced time salesman wanted. Rich field. Exclusive on prospects. Full commissions on renewals. Also need more national representation. Box 552, BROADCASTING.

Wanted: Experienced announcer by network regional in midwest city of 100,000. State full qualifications. Box 558, BROADCASTING.

One of the largest manufacturers of instanteous recording equipment and discs seeks several sales representatives in key cities of the United States and Canada. Exceptional opportunity for specialty sales engineers who can take on an additional line and receive exclusive representation in well developed territory backed by national advertising. State full particulars. Box 556, BROADCASTING.

Real opportunity for two aggressive radio time salesmen with midwest full time regional station. Only station in town of 100,000. Network affiliate and new equipment. Earnings limited only by your own ability and energy. Drawing account sufficient for living expenses against commissions. Floaters not wanted. Give full information. Box 562, BROADCASTING.

### Situations Wanted

Program Director, Announcer, Production, Special Events. Ten years' experience, local and network. References. Box 553, BROADCASTING.

Radio executive of seventeen years' experience desires connection as Station Manager or Chief Engineer. Can take complete charge of studio and technical personnel. Box 548, BROADCASTING.

Aggressiveness, conscientiousness and ability, together with five years experience in announcing, engineering, production and sales work in three Southern stations, are the qualifications of a young man who wishes to become affiliated with a progressive station. Best of references. Box 561, BROADCASTING.

### Situations Wanted (Cont'd)

Station manager with ten years experience wants to manage station on percentage basis. Prefer small station. Best of references. Box 555, BROADCASTING.

Experienced station representative. Formerly Program Director, Sales Manager, and Manager of local and regional stations. Highest character and business references from all employers. High sales record. Age thirty. Married. Available November. Box 557, BROADCASTING.

### Wanted to Buy

Want turntable and cutting assembly for coated discs. State make, particulars. Box 527, BROADCASTING.

Have clients for broadcasting stations now operating. All matters confidential.

**Radio Investment Company**
Broadcasting Properties
Times Bldg. New York

### For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

### For Sale—Equipment

Western Electric 100 Watt 12-B Transmitter. This transmitter is in excellent condition, being recently retired from service due to a power boost. Sold complete with "low hours" set of tubes. Available immediately and can be inspected at any time. KGFF, Shawnee, Oklahoma.

One Western Electric 6-B Transmitter for sale, complete with motor generators and spare armatures, two sets of tubes and special insulating base for generators made by Johns Manville. Excellent condition. Price $2500. Also one Hammarlund Comet Pro Receiver with crystal filter, $50. Address: W. E. Hudson, Station WAVE, Brown Hotel, Louisville, Kentucky.

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
**GLENN D. GILLETT**
*Consulting Radio Engineer*
982 National Press Bldg.
Washington, D. C.

**EDGAR H. FELIX**
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

**JOHN BARRON**
*Consulting Radio Engineer*
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

**EDWARD H. LOFTIN**
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

**J. M. TEMPLE**
*Consulting Radio Engineer*
30 Rockefeller Plaza
New York City
• P. O. Box 189
Times Square Station

**Alexander Sherwood**
*Business Consultant in Broadcasting*
320 North 50 St.
OMAHA NEBRASKA

**McNARY and CHAMBERS**
*Radio Engineers*
National Press Bldg. Nat. 4048
Washington, D. C.

**PAUL F. GODLEY**
*Consulting Radio Engineer*
Montclair, N. J.
*"25 years of Professional Background"*

**W. P. Hilliard Co.**
*Radio Transmission Equipment*
2106 Calumet Ave.
CHICAGO ILLINOIS

**E. C. PAGE**
*Consulting Radio Engineer*
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

**FRED O. GRIMWOOD**
*Consulting Radio Engineer*
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

**JENKINS & ADAIR, Inc.**
*Engineers*
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

XUM

# *Merchandising & Promotion*

**Heat for Sale — Mob and Candy — Bran Display — Seal Coats Free — Hillbilly Jacket**

SUCCESS of Williams Heating Corp., Bloomington, Ill., in daily quarter-hour news flashes on WCFL, Chicago, led the concern, making Oil-O-Matic heaters, to renew the contract for another year. Commercials are tied in with content of the news periods, handled by Announcer Don Norman. The sponsor used a thousand congratulatory letters sent Norman on the Oil-O-Matic program's first birthday as part of its sales campaign. Roche, Williams & Cunnyngham Inc., Chicago, is agency.

* * *

HUDSON COAL Co., Scranton, broadcasting on an NBC-Red network Sundays, 2-2:30 p. m., has sent an array of broadsides to all dealers to merchandise the series. Broadsides contain photographs and sketches of Col. Jim Healey, commentator, and the Landt Trio & White, as well as window displays, post cards, blotters, newspaper mats, bumper signs and mailing stickers. The program is extensively advertised in coal trade journals. A contest is planned, with coal, thermostats and automatic stokers as prizes. Leighton & Nelson, Schenectady, is agency.

* * *

ANNOUNCERS of WGAR, Cleveland, take their lives in their hands every time they conduct the Baby Ruth Junior Vox Pop series, which started recently under sponsorship of Curtiss Candy Co. Armed with 1,500 samples of candy, they are at the mercy of mobs of youngsters who want candy and interviews. The five-weekly series includes cartons of candy for best replies to weekly questions, with candy wrapper required. E. W. Hellwig Co., New York, is agency.

* * *

PROCTER & GAMBLE Co., Cincinnati, announces a contest for its Camay soap, with $1,000 a year income for life offered as grand prize, as well as $15,000 in other prizes for a thousand participants. Prizes for dealers also are announced. Simple rules have been drawn up. Entry blanks contain space for dealer's name, which must be filled in by entrants. Newspaper, magazine and display tieups with the radio promotion have been announced.

* * *

POLLS of listeners' views, at the heighth of their popularity as election nears, are not at all new to American Packing Co., St. Louis, sponsoring Harry Flannery in *Views on News*, on KMOX, St. Louis. Early in 1935 Flannery began to conduct polls among the program's followers, with the sponsor awarding daily prizes for best letters accompanying their opinions.

* * *

KFRO, Longview, Tex., has started a series of sales letters to the leading advertising agencies placing radio advertising. The first of the series pointed out the advantages and importance of the East Texas Oil Fields. A copy of *The Story of KFRO and Its Market*, which gives a complete breakdown of the oil field market, was sent to each agency.

SPOTLIGHT advertising is the favorite merchandising method of NBC advertisers, the network reveals in its recent publication *Broadcast Merchandising Reprints*. In 1931 this method of promoting programs ranked only fifth, NBC points out.

National magazines and national newspapers are declared to offer ideal tiein opportunity, with reminder lines promoting the program. Daily newspapers provide made-to-order opportunity to focus attention locally, says NBC, giving sponsors a chance to arrange nationwide campaigns to include local call letter and program time.

For the most part, spotlight ads are inserted on regular radio pages of newspapers, NBC finds, particularly for the first few weeks of the program's appearance.

* * *

KELLOGG Co., Battle Creek cereal concern, sponsoring football on a wide scale this autumn, has started a contest in connection with its Yankee Network sports series. Prizes are selected by the Boston staff of N. W. Ayer & Son Inc., and are awarded for letters on "Why I Like Corn Flakes", accompanied by a box top. Full-page newspaper advertisements in color are being used in Boston, and 48-line ads in 16 New England cities, as well as window displays. Prizes include a Pontiac automobile, fur coat, radio sets, insurance policies and miscellaneous products.

* * *

A FOLIO containing 100 candid photos of station personalities and activities has been distributed by Central States Broadcasting Co., operating KOIL, KFAB and KFOR in Lincoln and Omaha. Much of the camera work was done by J. Buryl Lottridge, general sales manager, whose hobby is photography. Copies of the booklet may be obtained from any Free & Sleininger office.

* * *

WNEW, Newark, gives away popular fiction as prizes on its *Heart Throbs* program, dramatizing listeners' romances. Doubleday Doran provides books free for the air mention.

GENERAL SHOE Corp., Nashville (Jarman shoes), is tying up a prize contest to its NBC-Blue program on Tuesday nights by announcing winners of six Packard 120 models over alternate broadcasts. Entrants submit essays on why they like Jarman shoes. Interior and window display advertising in stores handling Jarman shoes calls attention to the contest, entry blanks for which are procured with purchases of Jarman shoes. The advertising advises readers to listen to the Jarman *Portraits in Harmony* broadcasts in order to hear the names of the winners. The contest began Sept. 15 and will close Dec. 8.

* * *

A PARADE from the airport to the Majestic Theatre was staged recently by WOAI, San Antonio, to promote the *Texas Rangers* series sponsored by Kellogg Co., Battle Creek, when the *Rangers* cast arrived in town. Beside fire engines and police escort, five old trailers participated, headed by Capt. Billy Krempkeau, one of the last of the trail drivers. Two Kellogg box-tops and five cents were charged for admission to the program. Newspaper promotion and spot announcements were used.

* * *

RIVAL PACKING Co., Chicago (Rival Dog Food), which started a series on WMAQ, Chicago, Sept. 28, thrice weekly is giving three watches weekly as prizes in a jingle contest requiring no proof of sale for entry. This evening series is in addition to the spot campaign now running on a dozen stations in East and Midwest, using musical clock and participation programs. Agency is Chas. Silver & Co., Chicago.

* * *

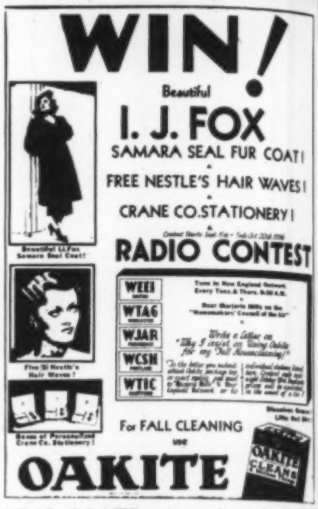
SKINNER MFG. Co., Omaha (Raisin Bran), using a thrice-weekly disc series on WSM, Nashville, staged a mass dealer display campaign and gave 50,000 samples of the product with attached leaflets to the public. Representatives of National Life & Accident Insurance Co., operating WSM, handled the sampling. Buchanan-Thomas Adv. Agency, Omaha, has the account.

* * *

KILPATRICK BAKERY Co., San Francisco (wholesale bakery), sponsoring *Ken Stuart the Sunshine Man* on KFRC, that city, is offering dollars bills to dialers for good resolutions used on his thrice weekly program. Contest is attracting about 200 letters weekly.

WKRC
"FIRST ON YOUR DIAL"
WKRC
SUNDAY
TEXACO

AT THE FAIR—WKRC, Cincinnati, set up a display at the Carthage Fair, Cincinnati, and also had its roving reporter program at the fair.


WIN!
Beautiful
I. J. FOX
SAMARA SEAL FUR COAT!
FREE NESTLE'S HAIR WAVES!
CRANE CO. STATIONERY!
RADIO CONTEST
WEEI
WTAG
WJAR
WCSH
WTIC
For FALL CLEANING
use
OAKITE
OAKITE CLEANS

SEAL COATS—Are given by Oakite Co. (cleanser), as well as permanent waves, stationery and other prizes on its current participation in *Homemakers' Council of the Air* in New England. Radio fan and newspaper tieups also are being used, as well as a sampling campaign and posters. Stations are WEEI, WCSH, WTIC, WTAG, WJAR. The agency is James F. Fay Advertising, Boston.

KMBC, Kansas City, didn't want the world to believe that its market was ruined by the drought, so Arthur B. Church, president, sent an open letter to the Chief Executive of the United States, which pointed out that rain has been falling and that all types of business are well above 1935.

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WHBF, Rock Island, Ill., has issued a promotion piece done up in hillbilly style. An illustrated yellow jacket describes the contents of loose-leaf market material, with homespun syntax predominating. The contents, however, are formal and statistical in presentation.

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A THOUSAND peaches were wrapped in napkins carrying the message "The Peachy Programs Are at the Top of the Dial, KLZ, 560 kc." and distributed by the Denver station when the Colorado State Fair Special left Denver for the fair at Pueblo. Peach eaters also were urged to listen to Safeway Stores news periods on KLZ.

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W9XBY, Kansas City station on 1530 kc., has issued a brochure describing its operating setup and explaining that more than nine-tenths of Kansas City sets can tune in the frequency. Equipment, market data, coverage and programs are depicted, as well as a list of advertisers and photographs of the station staff.

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THE brochure published last December by WOW, Omaha, was included in the midseason collection of fine direct mail pieces by the Direct Mail Advertisers Assn.

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LAMBDIN KAY, manager of WSB, Atlanta, has sent to the trade a dope-book for football fans. It contains schedules, 1935 results and general grid data.

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WOR, Newark, has issued a lively promotion piece titled *A Signal Story*, telling about its New England coverage as checked by a newspaper radio editor on tour.

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The price of leadership is still high and WLW recognizes that it must pay in many ways for its position in the field of broadcasting.

The BENEFITS of this leadership, however, are shared equally by our advertisers, the listening public and WLW.

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